

A. F. A. Convention's First Day Had High Hilarity, Feasting and Serious Moments

The REPORTER of Direct Mail Advertising

From All

And Abre



See Good Times in Direct Mail Page 6





ELMER LASHER, Art Director Newell-Emmett Company

"For shirt-sleeve selling you can't beat the Gothics"

says Newell-Emmett's Elmer Lasher

"They may not be long on beauty, but they sure do pack a punch. They are not designed to help art directors win exhibition awards, but they definitely help clients win sales. And ATF has such a variety of weights and widths available that we can get as much inflection in an advertisement as a salesman could put into his selling talk."

AMERICAN TYPE FOUNDERS

200 Elmora Avenue, Elizabeth B, New Jersey



Write us on your letterhead and we will put your name on our mailing list to receive Type Specimen folders and other material on type and ideas for its use.



OVER RAIL



OR IN THE AIR



American Business MOVES

in Envelopes like these

. . . and moves with certainty

At one time or another every mailing room (yours included) needs these three envelopes:

Columbian Clasps to mail, via 3rd or 4th class, catalogs, ad mats, counter cards, broadsides and a host of other printed pieces.

Columbian Flat Mailers to send reports, manuscripts, documents—large mailings that must go first class.

Columbian Airmailers to hustle any large single mailing through the clouds.

Your local supplier has these U.S.E. Envelopes in stock, or can quickly get them for you. Ask him to show you samples... then order what you need to round out your mailing room efficiency.

Top: COLUMBIAN CLASP, the most famous trade-marked envelope in popular use today. In 24 sizes from 2½ x 4½ to 12 x 15½.

Center: COLUMBIAN FLAT MAILER, with heavily gummed flap and stout seams. Made of tough, glazed brown kraft paper. In 6 sizes from 6½ x 9½ to 10 x 15.

Bottom: COLUMBIAN AIRMAILER, companion in make up to the Flat Mailer, but with Jet-Wing border design. In 9½ x 12½ stock, or any size specially printed on order.



UNITED STATES ENVELOPE COMPANY

General Offices-Springfield 2, Massachusetts

DIVISIONS FROM COAST TO COAST



NATIONAL ADVERTISERS SAY:

"Our Boply-O Letters produce between 18% and 32% replies. We have been able to trace 213 millions in business from an expenditure of \$27,000.00."

"An elaborate broadside with return postcard enclosed produced 8"s returns. The Reply-O followup produced 24% from the same list."

The Mathieura Alfali

The Mathieson Alkali Works, Incorporated

New England Mutual Life Insurance Company

"Reply-O-Letter topped all records...brought in the highest number of contract dollars ever pulled by any letter we have moiled...700 inquiries, twice the number we have been able to draw by other forms of direct moil."

W. Dodge Corporation

To save you time, send along the following information when you request samples.

Frequency of mailings.

Average size of mailings.

Type of list.

This information will enable us to answer your initial lefter with helpful, understandable facts and figures.

REPLY-O PRODUCTS CO. 150 W. 22nd St. . New York 11, N.Y.

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Number 3

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ABOUT THE COVER The Houston papers gave page after page of AFA party pictures. Overlaid are: (Top) Jim True and Bill Sullivan, True-Sullivan-Neibart Associates, Inc., Long Island, N. Y., MC-ing their party. (Center) DMAA entertains British visitors. That's Arthur Chadwick in white shirt. (Bottom) Some high steppers at True party. If you look close you can spot Marion Armstrong of Time. Inc., George Pleifler of McGraw Hill, Bill Pelkus. Modern Industries and This Reporter.

July 1949

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OFFICIAL PUBLICATION DIRECT MAIL ADVERTISING ASSOCIATION

1500 DMAA Members receive The Reporter regularly as part of the association service.

A portion of their annual dues pays for the subscription.

THE REPORTER OF DIRECT MAIL ADVERTISING

SHORT NOTES

DEPARTMENT

♠ DIRECT MAIL PEOPLE were saddened by the death of Herbert F. Lewis on June 29, 1949. Herb was one of the founders of the Mail Advertising Service Association. For 18 years, he was eastern manager of the Direct Mail division of Reuben H. Donnelley, New York. He retired in 1946. His many friends will miss him.

JII

A PLASTICS DEPARTMENT of American Cyanamid Company, 30A Rockefeller Plaza. New York 20. N. Y., recently published a very smart looking 12-page catalog. Describes its line of molding materials and resins. Printed offset . . . this sparkling piece was bound into 20.000 issues of Modern Plastics Encyclopedia. Will also be used to meet requests for copies that come in as a result of advertising and publicity. Catalog will also be used as one of the pieces to be made available at conventions. Cover and some inside pages have handsome color photographs . . . with listing of chemical and physical properties of their plastics.

▲ ANOTHER LOOSE-LEAF leatherettecovered collection of letters has been published by The Dartnell Corporation. 4660 Ravenswood Avenue. Chicago 40. Illinois. This one is titled "Dartnell File of Tested Sales Letters." Contains 200 samples. Included are general sales letters, inquiry-getters, unusual sales letters, inactive accounts, followup campaigns and others. Where possible, letters are reproduced under letterhead of company that mailed . . . and results are given in small paragraph. Letters can be adapted to most any business. This idea-starter is priced at \$7.50.

...

♦ MARY ELLEN CLANCY, who heads her own direct mail advertising service. has been elected president of the Mail Advertising Service Association of New York. Other officers named were Carl Polakoff, of the J. A. Want Organization. vice president: H. B. Mitchell. of R. H. Donnelley Corp.. treasurer, and Bob Fisler, of St. John Associates, secretary.

STATION WQXR, 730 5th Avenue, New York 19, N. Y., New York's famous good music station, sent an effective booklet to 3000 time-buying customers and prospects last month. Hard cover. 24-pages . . . it contains a few words about WQXR's receptive audience. Then each page is illustrated with a pen and ink sketch of a great leader thought . . and quotation (H. W. Longfellow . . . "Music is the universal language of mankind"). Caricatures are very well executed by Rudi Bass of New York Times staff. The book is a recapitulation of theme of ad campaign which was begun in April 1948. Clever job.

...

◆ CLEVER... the simulated birth announcement folder issued by The E. F. Schmidt Company, 3420 West Capitol Drive. Milwaukee 9. Wisc. to announce arrival of "Harris Schmidt"... a new Harris-Seybold 42 x 58 two-color high speed offset press.

Ш

♠ "YOUR BANK'S ADVERTISING . . . how to make it pay" has been released by the American Bankers Association. Printed in blue and black, 5½ x 8½ x 24 pages. Split up into 12 chapters. Lots of suggestions. There is a 7-page check list to fill out . . . that permits laying out a new advertising program or reviewing a current one. A good job by the American Bankers Association.

♦ ATLANTA LITHOGRAPH Company. 40 Hilliard Street. Atlanta. Georgia. recently acquired a 2-color, roll-fed offset press... and they tell it's advantages in a 3½" x €". 32-page booklet. Shows first the economies that can be had by having roll paper printed on both sides (2-colors each). cut off horizontally, slit vertically and all folded... just once through the press. The 50" wide web of paper can produce as many four completed booklets on each press revolution. "Plan for Economy" goes on to tell what sizes. how many pages and what kinds of printed (Continued on page 34)

Get Your Letters Out Faster and Better!



with PLASTIPHOTER

Your sales letters move faster when Plastiphoter makes highest quality photo offset duplicating plates in your own office. It costs only ¼ as much as ordinary plate-making equipment.

No special training is required to operate the Plastiphoter. Anyone in your office can quickly produce the highest quality plates you've ever seen. And it's so compact . . . uses only 3 square feet of your precious office space.

So why continue to "send out" when you can make your own plates in a matter of minutes—at less cost—and with better results?

Get full details on how the Plastiphoter method ends waiting time, makes clearer reproductions and helps you do a better job at lower cost. Send in the coupon...there's no obligation, of course, so fill it out and drop it in the mail now.

— time-saving • convenien Remington Rand	T • ECONOMICAL •• Dept. 47 Bridgsport 1, Conn.
NAME	
FIRM	
ADDRESS	
CITY	STATE
Plastiphoter Inquiry	Remington Band Inc.

JULY 194

GOOD TIMES in Direct Mail

A Report by Henry Hoke

June always seems to bust-out-all-over for this reporter. This year was no ex-

ception.

It really started prematurely with my talk too early in the morning of May 31st at the Advertising Federation of America Convention in Houston, Tex. I don't know how good my pitch was ... but the audience was wonderful. You all read the outline in the June issue of The REPORTER.

There were good times galore in Houston. The party at the glamorous Shamrock Hotel. The annual banquet of the A. F. A. Countless room parties. And then some of the leading direct mail lights in Houston gave this reporter a much appreciated "testimonial" luncheon. That's where I picked up the information which made the "nuts and diapers" report in this issue possible.

From Houston I flew to Fort Worth, Tex., where I appeared before the Direct Mail Club on June 1st. My old friend, M. P. Brown, had arranged the shindig . . . and I found a responsive audience there too. I visited some of the fellows who are doing wonders with Direct Mail. I called on some of the people who have been taking my Direct Mail Course over the past year. Lined up some unusual material for the 1949 Convention issue of The REPORTER.

On June 6th I talked before one of the largest meetings of the St. Petersburg, Florida Advertising Club. Gave them the highlights of the Houston affair. It's too bad, though, that these exclusive men's advertising clubs bar women from their meetings. The members of the Women's Advertising Club wanted to hear my report but . . . no soan. What's the sense of having a division between sexes in advertising? A few days later, I appeared before

the Rotary Club of St. Petersburg, Fla. Gave them my old-time, corny talk on How to Improve Business Letters. Even the dentists, doctors and lawyers seemed to like it. I criticized local letters and was particularly caustic about the I's, we's, our's, mine and us, and those obnoxious phrases which wind up with that, such as "I think that"-"I feel sure that you will be glad to know that."

A few hours after the meeting I ran into witty Press Phillips, publicity director of the Chamber of Commerce for the city of St. Petersburg. He was on the way to mail a letter to me. Instead, he tore open the envelope, saved the stamp, and let me read the following:

Dear Henry:

I assure you that I enjoyed the talk that I heard at Rotary Friday and that I profited by the lessons that I received. I know that that talk was one that I will remember when I am writing the letters that I find necessary in my work and that I will never again make the mistakes that I have made in that regard.

(signed) Press P.S. That's that,

So at least we've sold the St. Petersburg Chamber of Commerce on avoiding the use of "that."

After a few days along the beautiful Gulf (which is a darn sight cooler than New York in summer time) I flew to Washington for a quick roundup of business . . . and parties with direct mail people.

From there . . . a short hop to Phila-delphia where I appeared at the Poor Richard Club before a meeting of the Women's Advertising Club. women, bless their hearts, are not as exclusive as the men . . . so I managed to see some of the male direct mail people of Philadelphia who had been

invited to attend as special guests. And we all had a wonderful time.

Incidentally . . . in order to emphasize the objectionable use of "that" phrases in business letters . . . I told the ladies about the sentence I heard in Dayton "That that that that man used was incorrect." Howard Shaw came across with a better one. The story of a sentence with six that's.

Teacher and pupil were arguing about the use of "that" for "who" when referring to a person. The principal came into the room and listened a while, then said: "I think for all that, that that "that" that that boy wrote is all

That . . . ought to confuse and ridicule all the that users.

I got back to New York in time to attend the housewarming party of the James True Organization. Jim True and his associates have had a direct mail service company at 381 Fourth Avenue, New York City for many years. They decided to get out of the stuffy confines of New York, so rented an elaborate and extensive headquarters out in Long Island City. The housewarming was a party to outdo all other parties. It seemed like all the members of the Hundred Million Club were present . . . mingling with stars of Broadway who staged a notto-be-purchased and long-to-be-remembered entertainment. Iim True and all of his helpers are to be congratulated for the very smooth handling of all the arrangements.

By the time we had recovered from the True party . . . it was time to go to the New York Advertising Club for a special luncheon staged by the Direct Mail Advertising Association in honor of two distinguished British visitors. Prominent direct mail people were present to honor Arthur Mortimer FOR LETTERPRESS OR LITHOGRAPHY



EL COVER

Planning a new catalog, new posters, folders or display cards? Ask your paper merchant to show you samples of Ariel Cover. Note well its brilliance, folding strength and superb printability. See for yourself Ariel's wide range of colors, weights and finishes. Contrast this obvious quality with modest price. No wonder Ariel Cover gives complete satisfaction-every time. The Champion Paper and Fibre Company, Hamilton, Ohio.

Mills at Hamilton, Ohio; Canton, North Carolina and Houston, Texas. District sales offices: New York

Chicago Philadelphia Detroit . St. Louis . Cincinnati . Atlanta . Dallas . San Francisco

THERE'S A PRINTING NEED CHAMPION PAPER FOR EVERY

KROMEKOTE For excellent reproduction with catalog covers, post cards and

inserts, or for packaging and

labeling quality products, this cost coated stock is ideal.

SATIN REFOLD ENAMEL

Meets every requirement for Superior in color, finish, and

tising printing—thanks to topenamel coating, folding WEDGWOOD OFFSET

printability, this paper is un-excelled for fine lithography. It weights, sizes and special finishes. SPECIALTY PAPERS

Champion's specialties include coffee bag, drawing papers, gift wrap, end leaf, food container is available in a wide variety of stock, red patch stock, stencil

WHATEVER YOUR PAPER PROBLEM .

It's a Challenge to Champion!

Pitney-Bowes' new baby!

(DESK MODEL)

...a postage meter for everybody!





- The DM is about the size of a telephone, takes little desk or table space. But it's a real postage meter... makes mailing quick and easy.
- Prints the exact postage needed directly on the envelope...plus a dated postmark and a small advertisement (optional).
- Set a dial for the stamp value wanted for any class of mail, press the lever—and that's all! Never run out of needed stamp denominations. And no more bother with adhesive stamps, or stamp licking!
- Pass the envelope flap through the moistener and it's ready for sealing.
- A small container of gummed tape, fitted in place instantly, permits the DM to print postage on tape for parcel post, extra bulky pieces, etc.
- Protects postage from loss or theft...shows the amount used and on hand, on visible counters.
- ♠ The DM has smart design, good looks...costs little to use, is well worth the convenience—in any office, large or small! Ask any PB office to show you... or write for free descriptive folder.



2091 Pacific Street, Stamford, Conn. Originators of the postage meter...largest makers of mailing machines...offices in 93 cities in U. S. and Canada. and Arthur Chadwick. Mortimer is the present president of the British Direct Mail Advertising Association. Chadwick, as nearly every reader of The Reporter knows, was the founder of the British DMAA and is considered the pappy of Direct Mail all throughout Europe.

I wish some of the readers of The REPORTER could have seen the subsequent party during which Arthur Chadwick taught Felix Tyroler, the secretary of the New York Mail Advertising Service Association, and this reporter how to take snuff with the proper British technique.

The next day . . . the wedding of James Stewart, associate editor of The Reporter. In between all this . . . various parties with out-of-town visitors and direct mail groups which were meeting for something or other.

How did this reporter get any work done . . . are you asking? Or why are we reporting these parties?

Well... it's all in the month's work of gathering material for The REPORTER. Keeping in touch with the people who are doing things with Direct Mail. Perhaps it's good for all of us to have a good time with our business. It's good for advertising people to get together and let down their hair. It's good ... flying around this country of ours, to get to know how big this country is ... how courageous and prosperous our people are in spite of all the gloomy talk.

I was amazed at some of the things going on in Texas . . . as you will see when you read the "nuts and diapers" story. There are businesses in Fort Worth which would put many "big city" direct mail concerns to shame.

I bumped into J. P. Bellamy from Memphis, Tenn. He sells personal stationery by mail. Here's what he told me:

My business is holding up well. As a matter of fact, returns per 1,000 were as good in April as they were in February.

I don't believe the month makes so much difference it your offer is right and well presented. In 1948, the months of March, April and Ma were bad so I concluded that these were off months.

But since I have strengthened my letters all months in 1949 seem alike on the basis of returns.

Most of my business comes from small towns and villages and they are not affected by slumps in the market, downward trends and recessions as is the city trade. If it is good value and they like it, they'll buy no matter on what day the letter is received . . . and the month seems to make little difference either.

Summer and hot weather do not seem to upset people in small towns as it does in cities.

Maybe that's what is wrong with some of you direct mail copywriters. You don't have enough of a good time with Direct Mail. You don't get out and meet the people who are doing things. You are shaping your ideas on what's happening in the big towns. You are affected by the depressive way in which people in the big towns react to the international, Congressional and market news. You don't know that out in this big country of ours, in the so-called small towns . . . people are busy and happy and encouraged and looking toward the future. Working ... and playing.

I have decided to travel more in the future than I have in the past. I am going to go out on the highways and byways and dig up material for The REPORTER. Meet as many people as possible. I have our 1949 Convention Issue of The REPORTER all planned along those lines . . . and you'll all be surprised.

WAIT A MINUTE

Several months ago this reporter criticized the mailing piece of a top-notch professional in the promotion field.

In his caustic comeback he charged that our criticism was "no doubt a direct result of his refusal to join" the DMAA.

Of all the rot! The REPORTER is separately owned and managed. There is no financial or editorial connection... except that the DMAA uses part of membership dues to pay for subscriptions to The REPORTER.

The REPORTER is free, and always will be, to criticize or praise irrespective of membership or what-not connections.

If there is any doubt on the question, please refer to article starting on page 6 of the June issue... in which ten members of the DMAA are criticized rather severely.

This reporter is silly enoug' to believe that all of us in advertising should welcome criticism. If we cannot take it ... we are in the wrong business. We ought to want to know how other people react to our stuff. Because "our stuff" is written for other fellows . . . or should be.

Concerning the piece criticized . . . the author defended by reporting excellent results. O.K., for the present. But how about the ill-will created among those who were offended by the high pressure and possibly insincere message? The people who do not respond are important . . . for future business.

Telegram to Senator Matthew M. Neely, Chairman Sub-Committee on Postal Affairs, Senate Office Building, Washington, D. C.—

All the millions of little people of the country should howl their heads off if reports are true that your committee will recommend correcting the postal deficit by taxing the little people rather than the b'g loss producers.

To double the rate on post and postal cards to advance the already advanced rates on direct mail, while allowing the loss producing publications to get off relatively unscathed is nothing more than mathematical and political legerdemain.

If a responsible permanent rate-fixing postal commission was ever needed, it sure is needed now. Why not push for such a commission instead of a juggled compromise which will make the Post Office rate structure more of a mess than it is at present?

Postcards are peanuts. You are wasting your time roasting peanu's when you should be washing the elephant.

Regards and best wishes Henry Hoke, Publisher, The Reporter of Direct Mail Advertising

REPORTER'S NOTE: I sent the above telegram to Senator Neely after reading advance manuscript for the Playing Post Office Department for this month. Playing Post Office is just right ... to describe the anties of Congress. Second class mail is responsible for a yearly loss of around 250 million dollars. But Congress digs into that for only 15 million and tries for an additional 85 million from postcard users and the business people who use the mail to sell what it takes to make the wheels go round. Better read Ed Mayer's report on page 22 and get burned up, too. Burn sufficiently to tell your Congressman what you think about it.

What I Found Going on in Houston

or

Who says it's nuts
to sell diapers
to pecan
customers

by Henry Hoke

There's a quiet unassuming guy in Houston who is doing unusual things in direct mail. Every phase of his business has an unusual angle. His friends will boost him to the skies . . . but if you want to find out what Fred Dexter is really doing, you must go see,

It is in the quiet residential "heights" section of Houston where you will find Fred Dexter working with his Staff of employees . . . in 10,000 square (eet of modern tile building.

No signs on the building! Why? Fred says that direct mail is the one selling medium which gives him the opportunity to select his customers; so why give others an invitation to muddy up the waters.

No windows in the building! Why? Fred says that anything that does not pertain to "Pecans & Diapers" is a distraction to his employees when they are on the job. Why let windows, and what can be seen thru them, share the interests of employees who are hired to think about nothing but "Pecans & Diapers"?

Monkey see-monkey do, technique! Fred says that by confining his employees into an atmosphere of activity with no distracting influences from the outside, it is second nature for them to fall into step. Industrial music, piped into the building by Musak, sets the pace. Conveyor stuffing, conveyor movement of merchandise, electric letter opening, automatic addressing, automatic bundle tying, graphatypes, multigraphs, folders, automatic packaging machines, die cutters, bottom stitchers and sewing machines, all give a constant hum of evidence that work is being accomplished at a high rate of speed. Fred's friends refer to his establishment as the bee-hive.

No private offices! Why? Fred says that he comes to the office to work; so why not fall into step with his Staff... and get it done as quickly as possible... add to, rather than detract from, the atmosphere of activity. You can see Fred at his desk in left foreground (illustration). Fred is the only man in his organization... all of his national business is done by mail... no-one working on the outside.

Purchasing agents . . . for free! How? Fred says, why should he match wits with someone who knows more than he does about the supplies he needs. He says he couldn't possibly know more about envelopes than the Gulf Envelope Co., which is a leader in its field and conveniently situated. So for 15 years, Gulf has been Fred's purchasing agent for envelopes . . .

without salary. For shipping cartons, it's Gaylord . . . for cellophane, it's Dobeckmum . . . etc. Representatives of these firms come in and take inventory periodically . . . and shoulder the responsibility of keeping Fred supplied . . . never in excess . . never in short supply. Fred says that during the war he never ran out of anything . . . and spot checks show that his free-agents are doing a better job for him price-wise, than paid agents are doing for others. Fred's philosophy is to spend his working time, selling . . . where he can make a profit.

Pecans and diapers! Why? Fred's thinking is very basic. He is essentially a salesman. He mails to the most complete list of retail food and drug stores in the nation (525,000). He operates his own post office and own express station right in his own plant. He is serving over 120,000 of these stores in every state with Pecans & Diapers. Fred says, why shouldn't pecans and diapers be a natural combination . . . store traffic through his outlets are essentially homemakers. The home-makers who purchase pecans for kitchen use are the same home-makers who have the babies. Food and drug stores are constantly looking for items, other than food and drugs, to sell to their home-maker traffic, and thus bolster their volume. What could be more of a natural than offering diapers to home-makers through the outlets which are most frequented by home-makers. And besides, Fred says that the "Pecans & Diaper" combination has a million dollar news value . . . and we believe he's right.

All national selling costs held within 5% of billing! How? Fred has proven that the best way to sell is not to sell . . . that low pressure selling is the highest pressure selling on earth . . . that the best way to get people to do things for him is to first do something for them. Fred's monthly "Confidential" Report to Retail Stores, embodies such a selling philosophy. "Confidential", an 8 page, 7" x 81/4" offset job, is his only contact with his 120,000 customer stores. 25% of "Confidential" each month is devoted to The Unusual in Retailing, resigned to be helpful and thought provoking to aggressive retail store management. 121/2% of "Confidential" each month is devoted to Time-saving Ideas, featuring definite ideas as to how a retailer can get more work done with less employees . . . and another 12% is devoted each month to Money-making Ideas, featuring ways and means of increasing store traffic at

a profit. In other words, 50% of "Confidential" is used to help retailers help themselves, and the other 50% is used to display Fred Dexter's Pecans & Diapers. Fred says that this form of helptul selling puts the monkey see-monkey do, technique to work for him out in the field. When the retailer is activated into making inquiry about one of the news items, he has everything in his hands necessary to fill out one of Fred's order forms. Fred sends a postage free envelope along, of course . . . and he doesn't miss a bet . . . He always gives his retailers a choice of two things, both in Fred's favor . . . a sample at 25¢ ... or an order. To prove that "Confidential" actually causes retailers to feel under obligation, Fred reports that many of his retailers insist upon contributing toward the cost of "Confidential" by sending in stamps and dollar bills.

Fred never rents his list! Why? He does not want to be a party to increasing the mail load going to his customers stores. When some manufacturer or jobber has a piece of new store equipment or a new system, however, which in Fred's opinion would be of genuine interest to his stores . . . and help them handle more work with fewer emplovees, then Fred is quick to give such items quick publicity under Timesaving Ideas . . . and the results, he claims, are far superior to what he calls an individual selfish mailing. Likewise, when a manufacturer or jobber has a new exciting item of merchandise which Fred feels would move well to food and drug store traffic . . . and create store traffic for his customer stores, he is anxious to get the news and publish it under Money-making Ideas.





One man and a hundred and fifty women. Try to find Fred Dexter.

Mailing efficiency . . . plus! How? Space will not permit reporting the dozens of ingenious ways in which Fred keeps his mail-selling-costs low . . but here is a typical example: Fred has his addressograph plates alphabetically geographically arranged. Every 20th plate within a single postoffice, prints a long row of x's . . . with the name of the postoffice below. As the plates go through the automatic addressograph, the envelopes with the x's clearly segregate the separate bundles to be tied out. The envelopes with the x's are used as facing slips for each bundle . . . all sorting is thus automatically eliminated.

Advertising ... for free! How? Fred keeps on saying that if he does things for other folks, they will keep on doing things for him. Fred also believes that his products will always be judged by the company they keep. An early objective in Fred's pecan business allowed him to put this philosophy to work. He wanted to put a picture recipe on the back of each pack of his "Little Brownie" Pecans; so as to actually show the home-makers who purchased his pecans new exciting ways of using them. Fred figured that no matter what pecan recipes he cooked up, pecans would be just one of the ingredients. Why not tie in some big-time brand names on the other ingredients . . . get some assistance on the cost of the picture recipe outserts . . . and at the same time assure "Little Brownie" Pecans of travelling in good company wherever they went. The idea clicked immediately, General Foods came in first, with a Log Cabin tie-in for Pecan Waffles . . . that was in 1937. Standard Brands, Armour, Swift, General Mills, Kellog ... and about 27 others followed in quick succession . . . with 500,000 outserts each . . . and Fred is now going over the list for the third time. The cooperating firms pay for the outserts . . Fred attaches them to his "Little Brownie" packages at his expense . . . the home-makers get about 12 different new exciting picture recipes each year on the packs they buy out of the stores for kitchen use. Everybody is happy ... everybody gets more than they pay for. The stores like the promotion because it helps them to sell other merchandise. This is cooperative advertising at its best . . . and, incidentally, Fred sold the idea to the cooperating firms . . . by mail. Fred also has already worked the technique on his No-Fol diapers by tying them in with an endorsement from the National Institute of Diaper Services. Both products Pecans & Diapers, are travelling nationally in the very best of company.

Fred helps himself by helping others! How? Fred's friends have seen him grow . . . turning pennies into dollars by using direct mail astutely. Fred's friends reason logically that if Fred can do it for himself, he can do it for them. But Fred apparently has the happy faculty of setting a clear objection.

SAVE TIME AND MONEY! TIE BUNDLES AND PACKAGES THE EASY WAY WITH THE FAMOUS SAXMAYER NO. 6 TYING MACHINE!



Latest addition to the SAXMAYER line is this highly efficient general purpose machine especially suited for tying such things as mail in direct mail departments. Using either twine or tape, it ties all shapes and sizes of packages up to 6 inches high. Attractively finished in enamel with white porcelain top. Legs furnished at slight additional cost.

Whatever your tying problem there's a SAXMAYER to meet your requirements. Write for illustrated folder describing 20 standard SAXMAYER Models serving over 100 different industries.

NATIONAL

BUNDLE TYER COMPANY
Blissfield,

Michigan

tive . . . and staying squarely on the track . . . selling Pecans & Diapers. But why not let pecans help sell other products for Fred's friends. Sure enough, Fred thought of it . . . the technique is called Double-Barrel-Selling. The Reporter reported this phase of Fred's business to you back in July 1948. Here is a recent example . . . processed on Fred's attractive letter-head.

May 15, 1949

From the desk of Fred Dexter HE MET HIS WIFE AT A DANCE BUT IT WAS EMBARRASSING

He thought she was home taking care of the kids! Which all goes to prove that what one thinks, is not always true.

You may think that I'm the guy who's sending you the enclosed pack of delicious nut meats . . . but I'm not the guy.

Willard Wood, your Zenith & Norge distributor, is the generous individual with the big heart who pays the bill. He's one guy who, even during the war, never forgot to be nice to his dealers.

If Willard couldn't supply you then, it was because he couldn't get the merchandise. Now that he can get the merchandise, he possesses the two greatest assets in business... goodwill and fine products, Zenith & Norge.

If and when Willard can do more for you, you will find him ready and willing. Will you give him a call today?

Thanks.

FRED DEXTER (signed)

Automatic Distributing Corp. pays Fred for the pecans . . . Fred sends the packs to Automatic's customer list with a friendly humorous letter of transmittal such as is shown, which boosts Automatic's products. The result is a sampling of Fred's pecans, at a profit to Fred . . . and a unique third party boost for Automatic. It must be a powerful promotion for Automatic, because they haven't skipped a single month in three years. Fred does this sort of thing for manufacturers and distributors all over the nation.

Fred's solution to management problems! Fred's business is a sole ownership. What he says goes! But Fred believes that several heads are better than one . . . he believes in group thinking . . . that is why he likes to think of himself as just another worker in his establishment. He picks up ideas wherever he goes . . . but he's always looking for new places to pick up ideas Fred reasoned that there were other businesses in Houston, the heads of which would jump at the chance to swap answers, compare methods, air out proposed promotions . . . one man's weakness was bound to be another mans strength. The answer was Fred's "Directors Club," made up of the heads of 4 growing businesses . . . guys who were running their shows by them-selves. Fred's "Directors Club" meets every other Monday. The 4 members take turns being chairman of the board ... which means that when Fred's turn comes up every 60 days, or every 4th meeting, no problems are discussed except Fred's problems . . . he leads all discussions at his meetings and is responsible to himself for the information and guidance thus obtained. Meetings are from 12 noon to three in the afternoon . . . at the chairman's office. The chairman takes the group to lunch from 1 to 2 PM at his expense.

If any of the readers of The Reporter think that this guy Dexter is missing a bet, please let this reporter know. Yes! Fred is an ardent reader of The Reporter and claims that he gets lots of ideas out of each issue.

ORCHIDS FOR THE REPORTER

Should thank Sam Gold, sales and advertising manager of Lignum-Vitae Products Corporation, 96-100 Boyd Avenue, Jersey City 4, N. J. . . . for the nice things he said about The REPORTER in a recent National Industrial Advertisers Association Bulletin.

Here it is:

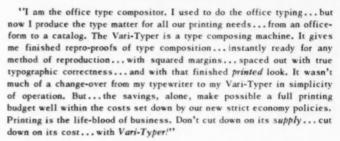
I cannot refrain from handing a big orchid to Henry Hoke of New York City, the Editor and Publisher of that grand magazine devoted to Direct Mail . . . The REPORTER of DIRECT MAIL ADVERTISING. He has been a great campaigner in the interests of better Direct Mail and everyone connected with the field owes him a vote of appreciation for his efforts. He's the man from whom I learned so very much about this wonderful medium, and for that I'm grateful.

Subscribing to his very informative magazine is a must in my opinion, for anyone who wants to be kept posted on all new developments in Direct Mail. If you can get all the back issues of his magazine that are available, you will find a real "gold mine" of Direct Mail "nuggets" is there. He's very helpful, and if you are ever in need of any information in connection with Direct Mail, Henry Hoke usually can give you the data pronto.

REPORTER'S NOTE: We'll try to live up to your praise. Sam.



- CATALOGS
- HOUSE ORGANS
- FORMS
- BOOKS
- LITERATURE
- MANUALS
- NEWSPAPERS
- SPECIFICATIONS
- MENUS
- INSTRUCTIONS
- REPORTS





The type matter for this "ad" was composed on the DSJ Model. Its operation is the same as the Standard Vari-Typer Model but works on the principle of "Differential Spacing." Note how the widths of the individual characters vary. The DSJ automatically spaces out each letter to its natural width, producing the true typographic appearance you see in this copy. It has instantly changeable faces in all the popular styles and sizes. The coupon below will bring complete details.



RALPH C. COXHEAD CORP.

720 Frelinghuysen Avenue, Newark 5, N. J.

Send complete details at once.

Vari-Typer

Reg. U.S. Par. Off. and foreign countries Marca Registrada Marque Deposee COMPANY POSITION POSITION TO THE STATE

the horse speaks german

REPORTER'S NOTE: Here is another helpful article from the pens of those Dayton follows. Good advice for all letter writers.

Did you read about the horse our infantry captured during one European push? He was a wonderful horse . . . a little "frisky", but otherwise just what the boys needed for off duty riding. They formed a riding club, appointed the bugler as "Master of the Hounds" . . . then looked for someone who could ride a horse.

In the next regiment they found him—a genuine horse trainer who said he'd grown up with horses; said he knew horses so well he could talk to them. Up he went and off he went, at a pretty good clip, yelling "Gee" and "Haw" as loud as he could as he dissappeared around a corner.

In two minutes he was back—on foot ... and the horse was gone. The G. I. reaction was violent. He was the jerk who could talk to horses!

"I could, I do and I still can," he insisted, "but you boys framed me. That dumb horse talks German."

Now advertising deals in the "retraining" of people, not horses . . . but the principle remains the same. If you talk to folks in a language they don't understand, they won't listen to you . . . worse than that, they can't listen to you.

You'll remember, if you read our article on Copy three months ago, that we said the most important thing for a copywriter was to know where he was going—to have direction. Probably the second most important thing is to be easily understood. You'll remember;

"In advertising, as in fishing, it's the taste of the fish, and not the fisherman, that counts."

Your copy must be understood . . . by the people you're trying to sell.

We live in Dayton, . . . and one of the great names in Dayton is that of John H. Patterson, who was the National Cash Register Company. John was one of the first to discover "mass selling" and a mass market (by "absolute proof" the cash register market was "oversold" in 1895 and there was no future in the business).

But the National Cash Register advertising department had to work hard for John. They say he'd want a final proof before he'd O.K. an ad at all. Then he wouldn't say "yes" or "no" until after he'd taken the ad home over night . . . in the morning it was either O.K. to run or they could start all over again.

Finally one of the copywriters followed the old man home—or almost home—and found out what happened to those ads. John would tuck the proof under his arm and walk down the street to Charley's. When Charley saw Mr. Patterson come in the door, he'd wipe his big ham-hand on his butcher apron and reach for the ad.

If the copy made sense to Charley, it was O.K. with John.

Patterson knew he wasn't selling cash registers to advertising men or National Cash Register presidents. He was selling them to butchers and bakers and grocers. If they didn't understand the ad, nobody did—nobody important, anyway.

National Cash Register advertising, under Patterson, was always simple, graphic, easy to read. Charley saw to that.

To make certain your copy is understandable you must watch a number of things. Your own thinking on the subject must be clear. The points in your presentation must follow each other logically. But the most important point is the simplest. It's the language you use. The sentences. The phrases. The words

Copywriters nowadays — generally speaking — have a reasonable education. They've spent twelve to sixteen years in school while teachers and professors

john and bill yeck

crammed more and more words into their heads. They've been exposed to statistics proving that large vocabularies mean high salaried jobs. Some of them actually read the dictionary.

They not only use big words to write with. They use big words to think with. After all, it's the only way you can be precise. So—knowing all these words... thinking with these words, they use these words when they write. That's natural.

But, unfortunately, the people who read ads don't act that way. Ordinary folks don't work with words, they just use the ones they need. And those turn out to be the same old simple words over and over again.

They don't talk about "excess precipitation." They say a "hard rain" . . . or, even more folksy, "a gully washer."

Copywriters say "It has high consumer acceptance;" people say, "It's a red hot item". Ads say, "billowy as a fleecy cloud"; people say "soft". Copywriters say (and we quote from an ad in a current mass magazine) "... has dropped dimensions below all previous perceptions"... WOW!

More often than not, it seems, the writer and the reader don't speak the same language.

Of course there are plenty of examples in direct mail, of letters that prospects aren't able to understand . . . or at the best, aren't anxious to read.

Probably the best example in our files, however, is from a magazine ad. This isn't an extreme example. It's a good example because its failure is pointed up by other copy on the same subject.

Both sets of copy are from Printers' Ink. The "cow-ad" was reprinted by Printers' Ink as an example of good use of pictures. It was. As Printers' Ink pointed out, the ad was so good that a popular farm columnist (Bill Casper) had written a column in one of the farm

(Continued on page 16)

ried up by production delays?

SWITCH TO MERCURY ACCESSORIES

Time spent on press adjustments and wash-ups is cut to a minimum reproduction bottlenecks eliminated - when you equip your office printing machines with Mercury accessories. The superior quality of these accessories not only saves time but also improves the appearance of every job you turn out - produces impressions that have the sharpness and sparkle of fine CURY-LITH ROLLERS AND BLANKETS printing or lithography.

MERCURY-GRAPH ROLLERS for Multigraph duplicating machines

for Multilith printing machines

CHICAGO 16, ILL.

papers praising the pictures of the cows. We liked the pictures, too, but when we whipped out our magnifying glass and read the copy, we . . . well, we didn't think it sounded like understandable copy for men-who-own-cows.

When we read Casper's article on the same subject, we saw why. Here, side by side, are what the copywriter and Bill said about the same things. Com-

COPYWRITER

"Prize winning type dairy cattle, a combination of good handling, breeding BILL

"Just study them pictures awhile and you'll see what it takes to make a good



cow."

cows.

"Don't forget to read

the readin' that goes

along with these

"I'm pretty sure what

they're ** talkin'

about is how to cure

a cow when the milk

gets lumpy or stringy

and when you have

"Ry usin' this medi-

cine you don't have

to throw the cow

to throw it away."

and herd habits."
"No herd need suffer from Mastitis *

"Sooner or later Mastitis invades every dairy herd . . . quarters long infected with Streptococcus avalagin."

"Investigators report that a surprisingly high number of cases of Streotococcus agaiagin have responded in a single series of injufficers."

This headline was used to bring attention to the copy—Bill did the same thing with his "Don't forget . . . "

** The italics are mine, but the sarcasm is Casper's.

Now I'm not saying that the adshould read just like a columnist's column. But they don't even come close. Yet they were written to exactly the same people... Men-Who-Own-Cows. And Bill must be right. He doesn't pay for space to talk to farmers. They pay him. He talks their language.

It isn't enough, you see, that people are able to decipher your sentences. As

Rudolph Fleisch points out in his "The Art of Plain Talk" (an excellent book on this subject), your copy should be easy to read.

It should be so easy to read that readers get the meaning the first time they read it. Your copy should be so simple that you'd understand it yourself if you were reading it the first time.

Use simple declarative sentences. Use the

Use simple declarative sentences. Use the kind of talk your readers use. Use words with broad, understandable meanings.

For mass markets follow the old adage, "Say it to a twelve year old boy can understand it and the college professors will get the idea."

This doesn't mean that all your copy must be pitched to the level of a 12 year old boy. Far from it. It's just as important to write *up* to the level of your audience as it is to write *down*. To be best understood you write on the correct level.

That's one of the great advantages of direct mail. You can write different copy for different groups. You can use words and ideas that are understood by one group without getting into trouble with other groups.

In searching for the correct level of understanding for any given group of readers, if a good idea to remember, as a rule of thumb:

The most common error is to overestimate the knowledge and under estimate the intelligence of an audience.

If you suspect that your letters aren't as clear as they could be, here are five easy checks you can make. Take your latest letter and ask these five questions about it:

Is each sentence clear? Whether it's short or long is not so important. Is it clear? If each sentence is completely understandable by itself, the whole letter has a pretty good chance to be understood.

How about transition? Are there big jumps in thinking between papagraphs? Have you left anything unsaid? The way to check this is to sum up each paragraph in a sentence or two. Now write the sentences one after another. Do they make sense? Is the pattern of your thinking clear?

Are technical terms clear? Every industry uses words that are not generally understood by the public. These are not necessarily long or difficult words. In advertising, the words "copy," "lavout," "art," "cut," "mat," "rough" and "offset" are technical terms. Each word is simple but its meaning is technical. When you're writing letters to any trade group, you should use the technical terms in order to be best

understood. In writing about the same product to non-technical people you must avoid those terms. Underline the technical terms used. Are they understood by the reader?

Is the offer clear? Surprisingly enough, many letters are crystal clear until they get to the offer itself. Then they degenerate into something like: "If you buy three of these gimmicks you get them for \$3.98. Fillers are 50¢" It isn't clear whether the gimmicks are \$3.98 apiece or \$1.33. It isn't clear whether fillers are included or not.

Although it seldom pays to 'try out" copy on anyone except an actual prospect, the offer is one part of a letter that you can test on the elevator operator or the office boy. Read it to him. Ask him, "Is it clear? What does it say?" You'll know soon enough whether or not the offer is understandable.

Now, honestly, how about those words? Are they the words of the group you are writing to? Or do they reflect the education, dignity . . . and, perhaps, even the pomposity of the writer? Are they the words of Charley the Butcher or of the advertising department and the president of the company?

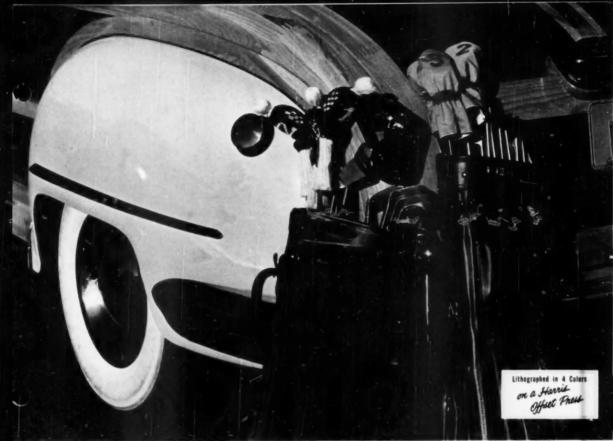
If you've changed your copy after asking these five questions, you've probably increased its circulation . . . for your "audience" for any given piece of copy is not the number of people who are *exposed* to it, but the number of real prospects who read it and understand it. Only those people will be pulled your way by it.

Is that clear?

THE DMAA FURNISHED α plaque and merit awards for a recent Direct Mail Contest sponsored by the Advertising Association of the West. Winners were announced on June 29th at the annual convention in Vancouver. The plaque was won by National Broadcasting Co., Inc., Radio City, San Francisco 2. Calit.

The three merit award winners were: Yakima Seed Co.. 14 S. First Street. Yakima. Wash.: Lewis & Clark College. P. O. Box 149. Portland 7. Oregon: and Helen Edwards & Staff. 617 S. Olive Street. Los Angeles 14. Calif.

♠ IF YOU'RE THINKING of placing a new product on the market . . . it would be a good idea to invest a quarter for the Commerce Department's latest quide book. Titled "Developing And Selling New Products" by Gustav E. Larson. It's 75 pages. 6" x 9". A wonderful guide . . . right from Chapter I (Locating ideas for new products) through Chapter 6 (New product marketing case stories).



TOWN AND COUNTRY COURTEST PHRYS ER CARE, COLE COURMENT & G. SPAI DING & BROS. — DIRECT-COLOR PHOTOGRAPH BY VICTOR KEPPLER, NEW YORK CITY

approaching the long green

Thinking about taking the afternoon off?

Will it be the country club . . . a sport goods shop . . . or an auto showroom?

Even if the above scene only causes you to sigh and make a mental note to go Saturday, color should get a great deal of credit. Lifelike color dramatizes a scene. Color puts "yearn" in a picture. Color helps lead men and women into top markets.

If it is top markets and the "long green" you're

approaching, four-color offset lithography can supply the top-quality reproduction that top-quality products deserve. Offset offers high fidelity of color, the freedom to use paper stocks of exclusive texture, and extra elbow room for elaborate selling pieces.

Offset lithography has other advantages for sales promotion in all markets—from mass to exclusive. That's why you should read the message on the next page about getting "a better run for your money".



a new Harris movie . . . entitled "A Better Run for Your Money"
. . . shows and tells why, dollar for dollar, lithography
puts more sales punch into printed messages. Arrange now with your
lithographer for a showing to your own department, club
or association—or write us direct. Harris-Seybold Company,
General Offices, Cleveland 5, Ohio.



DIRECT MAIL SUPPORT FOR MANUFACTURER'S NATIONAL ADS

by James M. Stewart, Associate Editor

The Reporter has been describing and picturing, in the last six months or so, more dealer-help portfolios than ever before. Manufacturers are now realizing that good national newspaper, magazine and radio advertising add up to practically zero . . . when local level selling (and advertising) is inadequate.

When the two are synchronized . . . when Joe Blow reads an ad in Life and then gets a personal letter from the corner store inviting him to come and take a look-see . . . then you've got

something.

There have been many ways of executing such a policy. Sometimes local level promotion is completely company-paid, sometimes partially subsidized . . . and sometimes the dealer pays for it himself. It can be mandatory . . . more often is voluntary.

Depending on the reliability and interest of local outlets . . . the company will guide its mailing operation. Either the company will entrust it to the dealer to get the pieces out on time . . . or they will take care of list and mail from the main office. For July Best of Industry story . . . we've chosen an excellent example of a series of company-guided sales boosters. Prepared by sales promotion manager Sam Hudson of Hearing Aid Division of Western Electric Company, 120 Broadway, New York 5, N. Y. . . with the aid of Benton & Bowles account executive Bren Kelley.

Here's a voluntary program that is jointly paid for by both company and representative, but is mailed by latter.

First, a brief explanation of what a Western Electric Hearing Aid is. It's made up of two parts. The small receiver in ear (it's actually attached to personal plastic mold inside ear) . . and small case containing mike, batteries and amplifier. W. E's instruments sell for \$155 to \$185.

In September of 1947, the first portfolio of ads was mailed to 250 dealers in Western Electric hearing aids.

Previous to 1947, they received, as soon as prepared, single samples of printed promotion with suggestion to mail. There was no charge for the pieces. But it didn't take long to find that this plan was not effective. And for a number of reasons.

First, it was difficult for the local man to coordinate or plan his local campaigns, whether mail or space, in this spasmodic fashion. Second, since he didn't pay for it anyway, there was no compulsion to use it. "I'll take 1000 . . . maybe I'll be able to use some of them sometime," he said. Also, Western Electric found it could produce pieces of better quality and more of them on a cooperative cost basis.

So in 1947, the first "packaged" plan was born. Since then two others have appeared . . . with a new one in the works now.

Each follows the same general pattern as its predecessors, with improvements in each. Whenever possible, Hudson and Kelley take to the road and get personal reactions, likes and dislikes of local people. They then mold the next production around their research.

Hearing aid dealers' prospect lists
(Continued on page 20)



(Advertisement)

AD MEN CALL C.A.'S "SEVENTEEN STEPS" BOON TO MAIL USERS

Direct-Mail Course Complete With Samples, Gadgets, etc.

The first of "THE SEVENTEEN STEPS TO RESULTFUL DIRECT-MAIL"—a complete practical course in Direct-Mail planning, production and procedure, offered by CIRCULATION ASSOCIATES, 1745 Broadway, New York, is now in the hands of leading Direct-Mail advertisers, from whom it has received a flatteringly enthusigatic reception.

Drawn from the company's long experience in the production of resultful Direct-Mail for many of the country's leading advertisers. "THE SEVENTEEN STEPS" comprises a "work-bench manual" of Direct-Mail techniques and procedures that range all the way from the compilation of productive mailing lists to the final analysis of returns.

DESK-TOP FILE INCLUDED

In addition to the authoritative discussions of every phase of Direct-Mail procedure the course will include a profusion of actual samples of currently successful Direct-Mail material, logether with such indispensable working-tools as practical record-forms for production procedure, scheduling and result-analysis, paper samples, color charts, trick folds, "gadgets" and other "showmanship" methods and materials.

To keep the course conveniently at hand for ready reference, CIRCULATION ASSOCIATES is including in its offer a special desk-top filing cabinet to accommodate not only the seventeen sections of the course and the accompanying samples—which will be mailed to you at intervals of three weeks—but any collateral material that you can add to build up your own current-reference file of resultful Direct-Mail.

TOKEN PRICE FIXED

Many thousands of hours of effort have gone into assembling the material for "THE SEVENTEEN STEPS" and many thousands of dollars into its preparation. To meet this expense, in part, the complete project is being offered to Direct-Mail users at the token cost of \$7.50 for the complete course.

What is more, the full purchase price will be refunded at ANY TIME and without question to anyone who fails to find "THE SEVENTEEN STEPS" an indispensible oid in the preparation of more RESULTFUL Direct-Mail. Return the coupon today and the file cabinet, sample material, and Section 1 of the course itself will be forwarded to you immediately!

CIRCULATION ASSOCIATES
1745 Broadway, New York 19, N. Y.
Send me "THE SEVENTEEN STEPS TO RESULT.
FUL DIRECT-MAIL ADVERTISING" with special
file cobinet and supplementary material of a
cost of \$7.00 complete.

Name			-
Company			-
Address			
City	Zone	State	

are made up of names secured from national advertising, local paper advertising, names referred by satisfied users of hearing aids and other miscellaneous sources. A list of aid users is also kept . . . as they are valuable prospects for new models and replacement batteries for present instruments. Number on each dealer's lists will run anywhere from 500 to 10,000.

When person sends in coupon from national magazine ad, he is sent booklet and letter from W. E. in New York. Name is then forwarded to dealer whose territory is involved, and he makes a personal call. Name is then placed on list for follow-up.

Why General Circulation?

One may well ask why hearing aids are advertised in such large, general circulation magazines as Life, Satevepost, This Week, B. H. & G., Popular Mechanics and many, many others when only 10% of our population is hard of hearing and 5% really need an aid.

Reasons are because families with a hard of hearing member 1) naturally want him to have easier time hearing and 2) frankly, would like not to have to shout to be heard. So this family audience does play a big part in sales, often being instrumental in starting the deaf member thinking about getting an aid.

Latest Portfolio

Let's look through Western Electric's Fall—1948 portfolio. Sam Hudson tries to have a new issue out every six months.

Front cover in brown and yellow has newspaper headlines reading "Sales upswing starts with new fall promotion program." Part of introduction explains . . "You have what the public wants. Make sure that your local advertising and promotion campaign lets them know it."

Here's why W. E. encourages Direct Mail . . . as explained in portfolio.

- 1. It contends with your competitor's activities for your prospects' interest.
- Familiarizes prospects with your name and the name of your product.
- Helps customers as an aid to buying.
 Supports your sales personnel.
- 5. Encourages continued patronage by old customers.
- Reaches prospects who might miss your newspaper advertising.

Mailings are described "first month, second month, third month," etc, rather than giving a specific date. For some reason, if dealer doesn't get first piece out on date specified . . . he's reluctant to continue. So just the time interval is mentioned.

First mailing is made up of an 8½" x 11", tabloid-form. 4-page folder. Headline blares, "New hearing for millions." Inside, pictures of aid-users... and back page shows the three models manufactured by Western Electric. Suggested letter reads:

Dear Mr. Blank.

If two minutes of your time could mean new hearing for you, wouldn't you take those two minutes?

That's all the time it will take you to read all about NEW HEARING FOR MILLIONS,

Yours truly, (dealer signs)

The tolders cost \$1.50 per hundred and are imprinted with dealer's name and address. Letters must be processed by local dealer on his own letterhead.

Second month . . . a blue and black single sheet that catches the holiday spirit. Titled "A Winter's Tale." Cost \$1.50 per hundred also imprinted. Nice offset job.

Third is green and black, offset illustrated letter. Inside spread tells why W. E. products and service are so important. Same charge.

On the fourth month . . . out goes a 354" x 9", red and black, 8-page booklet and accompanying letter. Titled "Plain Talk about Modern Hearing Aids." Booklet also costs \$1.50 per hundred. Free reply cards are supplied whenever necessary.

There's no charge for the list-building envelope that W. E. supplies. Letter (which again must be processed locally) asks customers for names of hard-ofhearing friends. Yellow business reply envelope has space for prospects' names. Can be slipped in with monthly bills.

Another mailing to aid-users promotes buying batteries by mail. The envelope-order form and a coin cost \$1 per hundred together. Suggested copy for letter is offered.

A series of blotters and reply cards are given free on request. And two letters to local otologists (ear doctors) and physicians are suggested to tie in with heavy company-sponsored advertising in otological and more general medical journals.

Speech-making is encouraged in this latest portfolio . . . to the point where three suggested speeches have been supplied for talks at civic and social meetings. Very low pressure . . mainly to

THE REPORTER OF DIRECT MAIL ADVERTISING

make Joe aware of hearing aids in case he's having trouble hearing.

Displays for the store counters and windows are provided at a small cost. Range from colorful plastic stand (\$6) to paper decals (3 for 25¢).

A well-rounded mat service for local newspaper advertising is offered free. The portfolio actually has mats and ad proofs . . . so all dealer has to do is contract for the space. Western Electric advises that dealer tell store staff when and where their ads will appear . . . so that they can check on effectiveness. The "pullers" can then be rerun. The ads vary in size and appeal (chosen from survey results).

Last spread in book tells about the national magazine advertising that will be sponsored by Western Electric, Complete schedule is provided.

Portfolio explains how tests have shown that inquiries are obtained at lower cost if Western Electric itself runs ads in local newspapers encouraging readers to write to W. E. in New York City. Seems N. Y. address improves pulling power.

So, dealers are told, local paper ads will appear in each major dealer's city . . . paid for by W. E. Suggest that dealer run his own ad over his store's logotype to give double-barrelled barrage.

A Few Items

To complete this report, we'll mention a few items that appeared in previous spring—1948 portfolio.

There was one section that told how to go about setting up a hotel demonstration. It was found that some dealers had successfully contacted people outside of their territory by establishing one-day-a-month headquarters in outlying districts. Made it easy for people to buy batteries and new machines.

So Western Electric boiled it all down and offered three pages of advice . . . with layouts for lobby cards, etc.

Mailings to otologists and general practitioners were urged. A letter is offered . . . along with printed pieces. They're 3" x 5" index cards that can be placed in doctor's file for reference. One of the cards tells about the aids

the other about Western Electric's Audiometer (testing apparatus). One of the supplied speeches we mentioned a short while back ended on this note:

Don't let yourself get in the position of any of those three hard-of-hearing men whose conversation one day ran like this:

"Say, isn't it windy?" asked the first.
"No," answered the second, "today is

Thursday."
"I am, too," put in the third, "let's all have a drink."

Read between the lines . . . and you might see the importance of manufacturer and dealer understanding the customer. Unless they all know how to "hear" each other, know what each one likes, wants and needs . . . there can't be an effective coordination of promotion. Tie-in between media and between sources of advertising is imperative. If dealer thinks the manufacturer said "Wednesday" . . . and manufacturer thinks dealer said "thirsty," there will be no reason for having a drink. They'll all be about as befuddled as the three deaf men.

"There is no cure for birth and death save to enjoy the interval."

The Interval
Richardson Printing Corp.
Marietta, Ohio





Playing

POST OFFICE

By: Edward N. Mayer, Jr. DMAA Past President

All of the Congressional Postal Rate hearings have finally been concluded and now we can sit back (not too comfortably) and watch for the recommendations of both the House and Senate.

S.1103 and H.R.2945, in their original form are obviously as dead as the proverbial doorknob... but substitute compromise bills are starting to show definite signs of early birth if not of full maturity.

Postmaster General Donaldson completed his testimony before the House Committee on Thursday, June 23rd and two very important statements were made during the hearing. The Postmaster said he had seen the Post Office figures for the first eleven months of the fiscal year ending July 1st... and the deficit for those eleven months totalled approximately 520 million dollars. He added that it seemed highly probable the total for the year would exceed his early estimate of 550 million dollars.

Chairman Tom Murray in asking Postmaster Donaldson if he could attend an executive session of the Committee on June 30th said, "I'm eager to get out a fair bill as something must be done to increase the revenues of the Post Office Department."

Whether those two statements presage immediate rate increases is still a moot question. The House Committee seems anything but unanimous in its desire for even a "fair" bill with some members openly opposed to any rate legislation at this time.

The picture on the Senate side is entirely different . . . and in more ways than one.

The much discussed conference between the Senate Sub-Committee and mail users was finally held on June 16th... and as most people who have been close to the situation believed, it accomplished nothing. Senator Neely(of West Virginia) Chairman of the Sub-Committee, called the conference with the express purpose of finding out how much of an increase mail users would agree to accept. Obviously, they would agree to accept nothing.

A great many organizations representing practically every type of mail users, were invited to the hearing . . . and public announcement was made of it in the Washington newspapers. No one kept any official record of the attendees, no one made a stenographic record of the session and significantly no official representative of the Post Office was present.

Senator Neely started the "conference" by saying the members of his Sub-Committee were in favor of a bill (still to be written) that would increase rates by 100 million dollars instead of the 250 million called for in \$.1103.

Then he said that he expected some rate legislation would be approved in this session of Congress but didn't make clear whether he meant such legislation would be passed by both Senate and House or only by the Senate.

The Senator's hopes that the assembled mail users would volunteer to participate in working out a compromise that would increase rates 100 million dollars were quickly exploded as not one mail users' representative showed any willingness to accept any rate increases. Spokesmen for various second class groups were the most vociferous in their opposition, despite the fact they receive little more than a token increase under terms of a bill being considered by the Neely Sub-Committee.

Here is the way the 100 million dollars would be obtained under the Neely

SECOND CLASS—Chairman Neely and other members of the Sub-Committee said it has been decided tentatively to seek increases amounting to \$15,000,000 in this class of mail. Under the proposed program, NO increases would be sought for religious, farm, charitable, fraternal and labor publications. Also the free-in-county provisions of present newspaper rate schedules would be maintained.

Thus, the Sub-Committee's obvious desire is to put the added costs upon the larger newspapers and magazines.

POST AND POSTAL CARDS— Rates would be doubled, from 1 to 2 cents as proposed in the Donaldson bill. Additional revenues from such an increase were estimated at \$36,000,000. There would be no distinction in the rate for post and postal cards.

THIRD CLASS—Rates would be raised sufficiently to obtain an additional \$35,000,000, proceeding on the fallacious assumption, of course, and as usual, that present volume of such mail would be maintained.

SPECIAL SERVICES—The specific amount to be sought in increases in such services was not given at the meeting but can be assumed to be approximately \$14,000,000. Several times during the conference it was stated that the Sub-Committee had decided to raise rates designed to obtain "not more than \$100,000,000" additional revenue. The proposed raises previously mentioned accounts for \$86,000,000 of the Sub-Committee goal. S.1103 provides for increases in the special services amount-

It's "True" again!

THE "ULTIMATE" IN ADVERTISING IS ACHIEVED when a service or Product is favorably talked about and Recommended.

We therefore suggest you inquire about us. If you like what you HEAR . . .

CALL US — STillwell 6-4740 WHAT CAN "TRUE" DO—TO SERVE YOU?

Creators of Promotion Campaigns — List Brokers Multigraph Production — Litho-Offset Printing Complete Mailing Facilities

LET US EXPLAIN THE "TRUE" PACKAGE DIRECT MAIL DEAL

TRUE — SULLIVAN — NEIBART ASSOCIATES, Inc.

(Just 10 minutes from Grand Central Post Office)
47-33 Thirty-third St. Long Island City 1. N. Y.

ing to \$27,950,000 and under a program to raise \$14,000,000 it would mean that the Donaldson recommendations on this type of mail would be cut in half.

FOURTH CLASS—There was not one word of mention about increased rates on this type of mail, probably because it is near, or at, the self-sustaining point as a result of the new rate schedules which went into effect January 1, last. Senator Neely and others did say, however, that the Sub-Committee has decided upon a reduction in the weight limits of parcel post. While the proposed weight limitation was not disclosed, it is almost certain to be a reduction from 70 pounds to 50 pounds.

Senator Neely made it clear that the Sub-Committee has only determined on the amounts it feels should be raised in each class of mail and that it has not decided how the increases are to be obtained. The next step will probably be to seek approval of the proposed amounts from the full committee and, if this is obtained, Postmaster General Donaldson will undoubtedly be summoned and requested to draft a bill to get the additional funds.

It is almost a virtual certainty the full committee will approve as Chairman Johnston made it clear he favors the Sub-Committee program at the conference.

And it is possible that the Senate might act favorably upon the compromise bill during the present session. While there is considerable opposition, both among Democrats and Republicans, in the Senate against rate increases now, such Senators are believed to be in the minority.

But even though the bill should pass the Senate, it seems highly improbable that such a bill will pass the House at this session of Congress. However, it is interesting to note that the bill outlined by Senator Neely would again saddle increased costs on those very mail users who have had to bear them in the past. The smallest increase would be on Second Class mail where the deficit is the largest. In other words, the discrimination in favor of the publishers would be a repetition of postal rate laws passed in 1934, 1943 and 1948.

SO-O-O although the picture still isn't completely sure . . . better keep on telling your representative in Congress how YOU feel about Postal Rate increases at this time.

One extremely bright spot appeared in the Postal picture on June 20th. That was the day the President sent Reorganization Plan # 3 to the Congress. The plan follows pretty closely some of the recommendations contained in the Hoover Commission Report, seems to have an excellent chance of passage, and concluded with this paragraph:

"The primary result of this reorganization plan will be more effective administration. Although a substantial reduction in expenditures will not be brought about by the plan alone, major economies can be achieved over a period of time as a result of this plan and the enactment of the postal legislation which I am recommending to the Congress."

Although full details of the suggested reorganization are not yet worked out, the appointment of an Advisory Board is included . . . and it ties in very well with the suggestion for such a Board that was in the DMAA brief opposing \$5.1103 and H.R. 2945.

Here's what Section 4 of the plan says:

"Sec. 4. Advisory Board-There is hereby established an Advisory Board for the Post Office Department of which the Postmaster General shall be chairman and the Denuty Postmaster General the vice-chairman. The Board shall have seven additional members, representatives of the public, who shall be appointed by the President by and with the advice and consent of the Senate. The members so appointed shall each receive compensation of \$50 per diem when engaged in duties as members of the Board (including travel time to and from their homes or regular places of business) and reasonable subsistence and travel expense as determined by the Postmaster General. The Board shall meet quarterly at the seat of the government in the District of Columbia, or at such other time and place as the Postmaster General shall determine, for the purpose of considering methals and policies for the improvement of the postal service, and shall advise and make recommendations to the Postmaster General with respect to such methods and policies.

But sunshine is almost always followed by dark clouds, and on June 24th the President sent a special message to the Congress about the Post Office that asked for most of the remaining recommendations contained in the original Hoover Report. Unfortuantely, it (the President's message) concluded with a request for increased Postal Rates to meet a deficit of over \$400,000,000.

So the overall picture isn't nearly as rosy as it has been . . . and yet it isn't half as black as some people would have you believe.

◆ THE 63rd ANNUAL Convention of the Printing Industry of America will take place at the Biltmore in Los Angeles. November 13-17. 1949. For further details . . . write PIA at 719 Fifteenth Street. N. W., Washington 5. D. C.

The College Graduate Group

Tested Mailing Lists: Rental \$15 per M 793,300 MEN:

Arkansas Bucknell	8,000 9,000
California	60,000
Carlton	5,000
Catholic University	18,000
Columbia	. 73,000
C.C.N.Y.	60,000
Colo. School of Mines	4.500
Cornell	. 34,000
Dartmouth	. 22,500
Georgia	20,000
Harvard Business School	14,000
Harvard University	88,000
Heidelberg	3,000
Lebanon	3,000
Lehigh	20,000
Lincoln	3,500
Louisville University	6,000
MIT	50,000
Maine	9,000
Montana State	
N.Y.U	80.000
Oklahoma	20.000
Oregon	
Princeton	28,000
Rutgers	
Stanford	65,000
Texas Tech	
Triskegee	
Williams	6.000
Yale	50,000

239,600 WOMEN

Arkansas	4.000
Bucknell	7,000
Carlton	4,000
California	30,000
Catholic University	12,000
C.C.N.Y.	30,000
Columbia	27,000
Cornell	8,000
Georgia	8,000
Harvard University	
Heidelberg	
Lebanon	
Louisville	1,000
Maine	6,000
Montana	1.000
N.Y.U.	18,000
Oklahoma	
Oregon	3,000
Stanford	15,000
Texas Tech	1,000
Tuskegee	2 000
Vassar	23,000
Wellesley	13,000
Wells	3 600

Ask for descriptive cards on these and many other lists.

Industrial List Bureau

45 Astor Place, New York 3, N. Y. GRamercy 5-3350

One Advertising Man to Another

GEORGE KINTER'S MONTHLY LETTER EXPRESSING ONE MAN'S OPINION

You may have been a bit surprised, Henry, on receiving the post card bearing the picture of a hospital and the old familiar greeting, "Having a grand time, wish you were here.

Well, I was enjoying a grand time . . . and I would have liked to have had you there to enjoy the "active" spot that entertained me most of the time.

You see, it was like this:

Maybe I had been reading too much false and misleading advertising or listening to too many exaggerated claims and silly singing commercials; but anyway they rushed me off to the hospital one night with sirens and everything.

I have been told since that I had a temperature of 104, which is normal for me when writing about the abusers of advertising. But the doctor said this temperature was caused by some physical ailment, which made it more

The first operation upon my arrival at the hospital was performed by an old boy who was a dead-ringer of Ollie Olsen, I think his name is, on the Fibber Magee program. He didn't say that he was "donatin' his time" but he certainly took great pride in his work. When he had me properly emptied, he said, "Well that is all I can do for you-you're on your own now."

After being put to bed, I took note of my surroundings. Directly in my line of vision was a wall. It was a beautiful white wall, unmarred except for a spot, which at first appeared no larger than a thumbnail. But that spot occupied a great deal of my attention during my first few days on my back and probably made more difficult the doctor's efforts to reduce my temperature.

The spot became a lively little spot. Sometimes it took the form of a frisky fish that swam all over the wall. Sometimes it took the form of a dog wagging its tail or scratching out a flea. At such times the nurse didn't shake her head on reading the thermometer-her head shaking first occurred when the spot stood still and began to grow and then took the form of a giant asterisk. That set me mentally writing a piece on the misuse of this "gimmick" in advertising.

While I didn't save a copy of the piece I wrote. I recall expressing the thought that I had read that the Federal Trade Commission frowned on the misuse of the asterisk . . . pointing out that the note to which it referred should have somewhat equal comparison to the size of the type used in the statement to which it was attached. However, I excused the good old FTC on the grounds that it was possibly too busy cracking down on the small fry in advertising to note the misuse of the asterisk by the big boys.

Maybe the high fever caused me only to imagine that the FTC had commented on the use of the asterisk, but I know definitely that my temperature rises when a note to which the asterisk refers is set in the smallest possible type and buried in the body of the ad in the hope that the reader will accept, at face value, an unqualified or misleading statement.

When my mental piece was finished, I sought a bit of rest but the spot on the wall was still dancing around and I shouted, "out, damn spot"-but it wouldn't "out." It took the form of a skywriter and began spelling words in smoke. The first words were,"Never underestimate-" at the end of those two words it would stop until the smoke cleared away. Then it would start again. I put up with this until my nerves became ragged and I velled, "'The power of a woman, you thick

My vell merely brought the nurse with her penicillin needle and the order to roll over. After giving me a shot (where doctors seem to think it does the most good) I turned again on my back to find that damn spot still at work. But now it kept going, after the first two words and didn't stop until it completed this sentence, "Never underestimate the intelligence of the

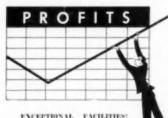
All this may sound a bit silly, but it made sense at my temperature, and darned if it doesn't still make sense at my temperature down to normal.

I keep thinking about that line and wondering if it isn't just the theme for a campaign to raise the standards of advertising. It is a warning that should be on the wall of every advertising agency and advertising department, for I am convinced that underestimating the intelligence of the public is the chief cause of the growing public resentment toward all advertising.

Since leaving the hospital with a normal temperature, and being ordered by the doctor to keep it normal, I have confined my reading largely to mystery stories, cartoon strips and newspaper reports of murders, burglaries, indecent assaults by morons, and automobile accidents. However, to satisfy a ven for a bit of heavier reading, I picked up an advertising journal the other day and noted an editorial embodying a report of a bit of research, the results of which "shocked" the editorial writer

The "research" was made by one Betty Bice, national advertising manager of the Burlington, Iowa Hawk-Eye

It seems that Betty obtained permis-



Creative art and copy staffs, and production equipment in 40,000 square feet, for fast, fresh, effective sales promotion! Let us assist you with all or any part of your promotion program.

Push 'Em Up!

Use the merchandising-by-mail skill that has recently won 29 NATIONAL AWARDS for increased sales and profits. Various Ahrendcreated campaigns are producing from 5% to 12% sales now! Our staff of sales promotion experts will work for RESULTS for YOU-the direct economical way. For full details-without obligation-call Mt 6-3212 now!

IT PAYS TO AHRENDISE!

H.AHREND COMPANY

333 EAST 44TH ST. . NEW YORK 17, N. Y. . MU 6-3212

sion from the makers of DyanShine, to insert the following reward in a DyanShine letter directed to 136 dealers —grocers, drug stores, shoe repair shops, etc.:

"If you will return this letter to the Hawk-Eye Gazette office within the next 48 hours, we will send you a brand new \$1.00 bill for your interest and trouble."

Betty sat back and waited the allotted 48 hours but failed to get a single, solitary request for a new \$1 bill.

Much perturbed, she donned her babushka and started out to learn firsthand, how come. She interviewed a number of the dealers and found that not one admitted reading the letter and most of them were "skeptical, if not insulting," in their comments on merchandising letters.

Betty's findings wouldn't have shocked me in the least. A lot of letters reach my desk that are tossed in the wastebasket unopened because they are from advertisers whose previous letters have merely annoyed me. How many of these letters I have tossed in the wastebasket unopened, offered rewards . . . I wouldn't know. No reward they may have offered would justify me in wading through them.

However, I do not throw all the advertising letters I receive in the waste-basket merely because I don't like those certain advertisers. But I am not at all surprised to learn that some people do. I've been yipping for years on the fact that there is a growing number of people turning blind eyes and deaf ears to all advertising because of being over annoyed or having their intelligence insulted by an also growing amount of annoying and intelligence-insulting advertising—printed and on the air.

These people are prospects for advertisers who have something worthwhile to offer them and who are offering that something through honest, sensible and business-like advertising. These people are growing harder and harder to reach.

Betty probably doesn't know this, which accounts for her summing up her bit of research with, "This proves to us somewhat conclusively the misjudged efficacy of letters to the trade." And, she probably rushed back to the Hawk-Eye Gazette office, hung up her babushka and dashed off her findings to the editor who was shocked by this strange behavior of the receiving end of merchandising letters. By this time

Betty has probably written to all the national advertisers in the Hawk-Eye Gazette, and has given them the results of her findings and a sales talk on using the money they are spending on letters to increase their space in the Hawk-Eye Gazette.

Merchandising letters are a form of direct mail advertising and direct mail is an advertising medium just as are newspaper, magazine, radio, outdoor and point-of-sale. None of these media can be blamed for inefficacy in delivering the advertiser's message. If the message is not heard, read or viewed, the blame rests entirely upon the users of the media—and that goes for advertisers whose honesty and ethics are above reproach.

The blame rests on the honest and ethical advertisers because they have done little or nothing to curb the use of the various media, by those who are handicapping their honest and sincere efforts, with advertising that insults intelligence.

Many of these honest and sincere advertisers do not fully realize that a lower order of advertisers are handicapping their efforts. They have been told by the advertising "Profession" that the greatest handicap lies in the public's misunderstanding of advertising and they are prone to take the "Profession's" word for it and finance educational campaigns.

Undoubtedly the public needs a bit of education in advertising, but the greatest need exists right in the advertising field.

In my opinion, a course of lessons in advertising would not change the attitude of the 136 dealers who didn't read the DyanShine letter that carried Betty's offer . . . but it is within the realm of possibility that the manufacturers whose merchandising letters caused the dealers to turn thumbs down on all merchandising letters could be educated to the value of raising the standards of their letter by making them helpful to dealers instead of irritating.

It is also within the realm of possibility that advertisers who are indulging in false, misleading and unbelievable claims and insulting the intelligence of a large part of the public in order to reach the unintelligent, could be educated to higher standards of advertising.

If found that they are not susceptible to such education, other means could be used that would not only educate

So you've already GOT a good mailing list . . .

That's fine! More power to you and to the list. Specifically, more earning power. Because your list can work for others, same as it does for you.

Every year, hundreds of firms like yours receive extra revenue from their lists by renting them—through the D-R Special List Bureau—to non-competing mailers.

We'll gladly explain further how your list might prove more profitable. Just write on your business letterhead for our descriptive folder: "RIGHT UNDER YOUR NOSE."

D-R Special List Bureau

Division of Dickle-Raymond, Inc 80 BROAD STREET BOSTON 10, MASS.

the most direct way to address direct mail



Eureka's original Duplistickers and Mail Aids offer the simplest, fastest and most economical method of addressing direct mail pieces! Perfect register, especially made paper for clear carbons, a wide choice of sizes and colors, a minimum of perforations: all of these combine to make Eureka's original Duplistickers the most direct way of addressing direct mail — in the most economical fashion!



largest firms

Accept no substitute! For best results, insist on the original Eureka Duplistickers* and Direct Mail Aids! *Reg. U.S. Pot. Off.



PRINTING CO. Screnion, Ps.



coffee-grinder

...true, it served its purpose, but today we demand more. Your present envelope may still do the job, but why not let it do more for you. Our personalized envelopes will really do a bang-up sales job. Our unique striping process can add so much more to your present envelope. It will give it that necessary eye-appeal, which is so essential to directmail selling. So dress up that old envelope with color and see the difference in your returns.





THE 100,000



SELECTED OWNERS OF U. S. PLEASURE CRAFT AND PRIVATE PLANES

All-Male Purchasing Power Luxury Travel Adventure Technical

Entire list completely circularized every 60 days by our own publications. 97% address accuracy guaranteed.

LISTS THAT PAY OFF. SEE YOUR BROADS BOAT & EQUIPMENT NEWS 224 East 41st Street, New York 17, N. Y. AIRCRAFT & EQUIPMENT NEWS

HERE'S YOUR ANSWER
TO SOARING DIRECTMAIL COSTS
DIRECT-MAIL COMBINE-VELOPES
The 4-in-1 Direct-Moil Soles Pockage
Include Outgoing Envelope, Sales
Letter, Order Form. Return Envelope.
Delivered Ready to Address.

THE SAWDON COMPANY, INC.
484 Lexington Ave., New York 17, N. Y.

them the hard way but earn greater public respect for advertising.

That would be forced adherence to the codes of ethics adopted by the various branches of advertising.

Many of the codes worked out and adopted at annual conventions are merely window dressing and not intended to be adhered to. However, there are enough honest, decent and ethical advertisers to make them binding. Certainly some method could be worked out whereby the public could be made acquainted with those whose advertising failed to meet the standards set by the codes.

Until some such steps are taken, Betty of the Hawk-Eye Gazette and other researchers are going to find more and more units of the public "skeptical, if not insulting" in their opinions of merchandising letters as well as all other forms of advertising.

MORE ABOUT SPEEDING UP REPLYING

In May REPORTER (Page 35) we ran an item about sloppy and offensive replies to inquiries. We criticized a Chicago company for responding "Sorry, but we do not handle item mentioned in your attached letter" on a poorly constructed printed form.

Leslie P. Guest of Alfred Allen Watts Company, Inc., 216 William Street, New York 7, N. Y. has sent us their very interesting carbon-interleafed reply forms which are difficult to describe in mere words.

If interested in speeding up replying . . . better write to Leslie Guest for samples.

ANNUAL REPORT ON DISC

We thought we were finished with annual reports for a while after the item last month . . . but must tell you about another that came to our attention.

Issued by the Kansas City Fire & Marine Insurance Company, 301 W. 11th Street, Kansas City, Mo. Director of advertising Hal Kennedy told us all about it.

Titled "Your Company's Record for

1948" . . . It comes in the form of a record album. Arty cover too.

Open cover and there is an invitation by president Jones to "sit in on annual meeting." A 5" x 7", 16-page booklet gives facts and figures on 1948 operations.

Right hand pocket of album has record that operates on conventional



home phonograph. A brief review of activities, future plans and additional information is cut in 10" disc.

Hal Kennedy says:

You might be interested to know that we have had excellent results from this type of report. It was sent to each of our employees, agents and stockholders. Although we surmised that many of them would not have a phonograph, we hoped their curasity would be sufficiently aroused that they would take it to a friend's or neighbor's and play it. Our guess was proved correct: we have been deluged with letters from the recipients, many of whom said they had borrowed a machine so their employees could hear it, or had taken it next-door to a friend's. Others played it at parties attended by businessmen.

From what we can tell, approximately 95% of the people receiving the album actually listened to it, even though they may not have read the booklet enclosed. However, by listening they should have heard the high-points of our year's operations—which is decidedly more than is usually obtained by the use of the standard type of report.

For another similar story, refer to July 1948 REPORTER, page 19. Discussion of ATF's record-report. And records-in-general article on Direct Mail appeared in September 1948 issue, page 40.

Recording makes a very effective change of pace.

SAD STORY

Dick Kline, V. P. of Forbes Magazine of Business, 120-5th Avenue, New York 11, N. Y., sent us a clipping from his June 1st sheet. Though not conclusive . . . it tells a sad, sad story. Read it carefully . . . and see whether you are getting more out of your advertising budget than some of the lost souls described.

Here it is:

AD VENTURE

FORBES reporter clips some coupons gets new slant on advertisers

After years of ignoring those little "come-on" coupons in magazine ads—"Send for free booklet" on how to cook, paint, sew, heat, etc.—A Forness reporter finally yielded to temptation, cut them all out of one issue of the Saturday Evening Post and sent them in. Result: He is now in a position to inform G. F. Heublein & Bro. (A-I Sauce, Pillsbury Mills (flour), Shakespeare Co. fishing tackle), and the Santa Fe Railroad that they are not getting the most out of their advertising dollar.

Post-Haste. Postcards rsking for the free literature were mailed to 22 companies. Eightcen sent replies—some plain and some fancy within three weeks: nine the first week, six the second, three the third.

In the case of Schult Corp. (trailer coaches) and National Lead Co. (paint) there was a double-barreled response, from both manufacturer and local dealer, but we really hit the tack-pot with Cardinaster Co. Regularly, every two weeks, the company has bombarded our reporter with cards plugging the advantages of its machine for printing ad messages on postcards.

With these three exceptions, however, the advertisers generally treated their direct mail approach as a one-shot proposition, evidently used the free booklet lure merely to check the pulling power of their original ads. And there have been no calls, either in person or by phone, from company representatives. Apparently things still aren't that tough.

Sleepy or Slipshod? As the weeks lengthened into months, our reporter began to worry about the four firms not yet heard from. Did they reply only to requests received on engraved letterheads? Had his handwriting branded him as the sort of person they preferred not to have dealings with? Or were they simply too sleepy to handle all the inquiries prompted by their advertising?

Just as he was about to give up hope, a travel folder (which the ad described as a booklet) arrived from the Santa Fe, followed by a 31-page catalog (touted as a book) from the Shakespeare Tackle Company. But alas, they came too late. Two weeks earlier our reporter had chosen his fishing gear from the South Bend Bait Co.'s colorful brochure, had succumbed to the Southern Pacific's inducements for his California vacation jaunt.

Still in Business? As for Pillsbury and Heublein, if their response is any criterion, they're no longer in business. The absence of a reply is all the more remarkable in the case of the flour company, whose ad was a four-color double-page spread, costing in the neighborhood of \$32,000. Though they probably got a sackful of queries, a month and a half should be ample time to answer them.

Heublein's ad was just a little \$700 quartercolumn. Perhaps the reporter's scrawl didn't quality him as an A-1 prospect.

The Obvious Conclusion. Considering that 18% of the companies failed to give prompt attention to the ad-produced inquiries, and that most of the rest made only a one-shot try at rounding up more customers, an obvious conclusion presents itself. Either husi-zess in general is still so good that the average corporation doesn't need to dig for customers, or, despite falling sales, it hasn't yet been able to shift its selling efforts into high gear.

REPORTER'S NOTE: When will advertisers and their agencies learn to use direct mail intelligently? We've been howling about it for years . . . with discouraging results.

THE BOSS WRITES A DIFFICULT LETTER

Here's a little story which should interest many of you. We cannot reveal name or location at present.

One of the country's top executives retired . . . but couldn't stay idle. He heard about the shaky condition of a certain company . . . and bought it. The company had been mismanaged . . . had lost goodwill . . . was falling apart. He and a carefully selected assistant started to rebuild. Working with about a hundred employees . . . rather than with hundreds of thousands as in days past.

After the first month of operation, this new owner wrote the following letter to his employees. It was multigraphed, filled in and sent to each worker at home address.

Tonight you finish your first month as an employee, and I will finish my first month as President of . Inc., so that this is a most opportune time to tell you how I feel about the progress of our new organization so far.

I think we've made real progress—at least we have started things which as time goes on should improve our operations and thus benefit us all. If we have made progress it is because we have all worked together to mitiate the forward looking changes.

So, first, I want to thank the whole organization and you personally for accepting myself and Jim Jones with an open mind just as Jim Jones and I accepted the organization without reservation. I hone you're not disappointed. Lord knows we've made mistakes but you'll have to overlook those and judge us over the months by the constructive moves we make and, of course, we'll continue

(Continued on page 28)





PHOTOENGRAVERS SINCE 1872

460 W. 34th ST., N. Y. C. LONGACRE 4-2640

Step Up Your Mail Results with RETURN-A-CARD Letters

Return-A-Card Letters put a preaddressed order card or envelope at your prospect's fingertips and keeps it there until he uses it. There's no chance of your card being misplaced . . no lost orders because of lost cards!



RECENT EXAMPLES OF HOW RETURN A-CARD LETTERS INCREASE RESULTS

First mailing of Return-A-Card Letters has brought a return of 23%, far better than the same letter did on ordinary letterheads. Second mailing pulled 1,000 out of a total of 10,000 mailed. National Photo Dealer (subscription campaign)

Returns so far show that your Return-Velope mailing, for our Cancer Fund Drive, has produced triple the results than in any previous year (Bellville Committee) We received 9.2% in orders from the 25.000 pieces

mailed."
Angler's
Products Co.
(Cull-ettes Sales
Campaign)

Campaign)

Return-A-Card Letters cost ne more than ordinary letterheads. You can make a Return-A-Card mailing for as low as 1½ cents per set up to 3 cents per set depending on quantity. This includes a two-color letter with the Return-A-Card printed and attached and a special window outside envelope to fit.

Write or call to see samples of these improved

Tested Sales Producers, Inc. 131 West 53rd Street . New York 19, N. Y PLasa 7-8573

THIS



Guide you to better Direct Mail

This orderly, thorough, down-to-earth year-long study program in all the ramifications of a VERY Eds subject and to inc will help you to avoid the pitfalls to increase the power of your

Send for my twenty page prospectu No tricks. No "free" offers. N "free" offers. No No world with a amazing promises.

Write personally to HENRY HOKE 17 Fast 42nd Street, New York 17, N. Y to make mistakes. That is inevitable if we are to progress.

I am sure there have been many times during the first month when those at home have asked you how things were going-how was the new boss-what are your chances in the new organization-was the new boss a slave driver-did he know the business, etc., etc.? And, of course, you couldn't answer except to give your first impressions,

So I want to thank most sincerely your wife or other loved ones who look to you for security and happiness for their patience and steadfastness in supporting you through these first, unsettling and at times, I guess, confusing days

I hope you agree with my thinking that we can go right along together as an organization with every assurance of greater and greater success in which, I pledge, everyone will share in relative degree.

Sincerely (signed)

That's a fine letter . . . in spite of the I's and we's which had to be used in this case. You guessed it! Everything about the company is changing. A new spirit in the air.

When this new boss asked for our advice on how to revive or reorganize his direct mail operations, we told him: "Chain your mailing list cabinet to your desk. You supervise it. You write the letters. Make them as sincere as your dealings with your employees. No one else can do it as well as you."

A SMART GIRL

Here's a new wrinkle with Direct Mail. The story came to us in recent bulletin from St. John Associates, Inc., 75 West 45th Street, New York 19, N. Y. If you want Ilma's address . . . you'll have to get in touch with Bob Fisler at St. John's.

The story:

"La vie en rose pour moi . . . for you, ten dollars a year to have a roving reporter ON THE CONTINENT."

With this frank appraisal, a young lady of our acquaintance starts her letter to raise money for her trip to Paris and "a bed of roses" existence on the Continent. Here's the story. One afternoon, not long ago, Viola Ilma walked into our place, asked to have a three-page letter multigraphed. Her letterhead had some tricky stylized art work, a la New Yorker, showing a boulevard scene in Paris. Hit the eye, right off. Then followed the intriguing heading mentioned above and three pages of the most persuasive blarney we've run across in many a year. Friend Viola quickly explained her proposition. For ten bucks, people got a roving correspondent in Parce and environs . . . via letters.

The first letter pulled like a magnet and

friend Ilma could see the Eiffel Tower rising to meet her. In she came with more sparkling copy, sold more subscriptions via the mail. Answers came in from big names, little names, no names. And Paris coming closer every day. Not surprisingly, Miss Ilma has 'sold" over 300 subscriptions, leaves for Paris July 30th.

Viola Ilma was in the other day. Leaving, so she said, via TWA. We hope to hear more about her successful selling job. If we do, we'll keep you posted on the doings of a clever customer who'll swear by "the power of Direct Mail" from now on out. And (mind you, we are not promoting anyone) it any of you would like to hear regularly from a roving gal correspondent" on the Continent, let us know. We'll give you Miss Ilma's address and you can send her the ten spot.

MERCHANDISING **METHODS**

Fuller & Smith & Ross, 71 Vanderbilt Avenue, New York 17, N. Y. has come out with a 16-page booklet titled "Your Customers Possess Three Distinct Buying Habits That Are Rooted in Reason.

Half of the 5" x 7" book lists FSR accounts. The rest has some good comments on budgeting and merchandising. Well worth mention.

REFLEX PURCHASE BUDGETING

The price of a product has a profound rffect on the way an advertising budget should be divided. Products that sell for loose change require more money for pretesting, couponing and sampling. The reason is that people spend small amounts in subconscious reflex to the ding-dong of repetitious picture and phrase. These reflexes cannot be guessed or masterminded; they must be checked from a human cross-section. CONSIDERED PURCHASE BUDGETING

When a customer buys family-capital-goods (such as furniture, appliances, carpets, building materials) every purchase is carefully considered. Ads are read and compared, booklets are requested, dealers are consulted. The advertising budget must adapt itself to the constant sales education job that must be done on distributors, dealers and salesmen. The need for selling helps all along the line reaches back into the advertising department and the agency, affecting manpower and costs. SPECIFIED PURCHASE BUDGETING

When the customer for a product is a corporation, it is dangerous to think in terms of consumer advertising. Industrial prospects are organized to buy. They gather, digest, store facts; sometimes use them years afterward. They spend money to make tests. The customer is often more alert than the vendor. Advertising budgets in this field should start with staff. Good men, with the renacious minds of scientists, are essential in both advertising department and agency. Providing ample funds for finding out what the prospect needs to know is also very important.

POST CARD **CHECKS**

The American Savings Bank of Atlanta, Ga., has made bill-paying a bit more pleasant and easier for customers . . . by means of their year-old penny postcard checks.

Now, when the first of the month rolls around . . . there's no need for envelope, stamps, etc. All Atlantans need do is fill out the postcard check



. . . address it and drop it in nearest mail box. The cancelled checks are returned with a record of dates mailed and address of recipient. The customer's address is on check . . . eliminating the customary clipping of check to covering envelope by recipient.

Bank charges a dollar for 15 postcard checks, which pays for checking account privileges for a month. No minimum balance necessary.

You don't have to be A. Einstein to figure the economy involved. Incidentally, those with forgery-phobias may rest at ease. Because the only ones who have access to check are postal employees and recipients. And they are hardly forgery-minded.

SWEET MUSIC

Dear Henry:

I have been a reader of The REPORTER for some time and derive infinite pleasure and gain an invaluable amount of information. When I worked for Perry Prentice in the newsstand division or Time and Life, the saving was "in five years, a reader of Time could gain the equivalent of a college education by following up the footnotes, source books, and close reading of the entire publication. If that is true of Time, it goes double for The REPORTER in its field, and I believe that your publication and its advertisements do more for a Direct Mail man than the normal subscriber could reasonably expect, Publishers Consultants, Inc. Edward R. Lefler 106 West Third Street Los Angeles 13, Calif.

Dear Henry:

When The REPORTER was devoting itself to subversive activities I was a pretty severe critic of your policy. So it is only fair that I should say I think the current issue one of the best you ever put out. It is full of meat for lowly mail order people like ourselves. After all, that is what we are paying the subscription price for.

Also thought your letter to a Congressman hit the nail on the head.

Am glad to see that at least one guy is improving with age.

George Dugdale The Drumcliff Company Towson 4, Md.

LETTERS IN PUBLIC RELATIONS

Each month Hugo Wagenseil & Associates (Advertising Agency) Tal-bott Building, Dayton 2, Ohio sends out a public relations bulletin based on some public relations subject. Recently, one of these bulletins was devoted to "Letters-An Excellent Public Relations Tool."

Here is part of the copy:

LETTERS-AN EXCELLENT PUBLIC RELATIONS TOOL

Want to influence someone? Write him

A letter is one of the most effective public relations tools-and one of the least used. No matter where a person is, you can reach him, talk with him man-to-man, in a letter. A letter can be more personal than any other printed piece. Enough of your own personality can be injected into it that it becomes warm, human, and convincing. Write friendly letters to associates, employees, dealers, jobbers, salesmen, customers-and your Con-

DON'T WAIT . . . DO IT TODAY!

Don't wait until your employees are out on strike to write that letter. Don't wait until your son-in-law wants to become postmaster to write your Congressman. Don't wait until that salesman in Podunk is on his last leg . . . write today. Make friendly letters a habit. Write often.

We know a successful businessman who keeps a chart bearing the names of the people whom he wants most to influence. Regularly he writes them letters . . . friendly letters written in terms of "YOU." The letters pay big dividends.

DON'T FORGET TO ANSWER LETTERS, EITHER

We've been talking about letters which can, and should originate with you. But what

"Tops In Industry" Mailing List.

90,000 Executives & Directors of America's Largest Corporations.

The ideal list for-Investments. Insurance. Financial Services, News Letters, Subscriptions, Fund Raising, Industrial Services & Products.

- · We furnish residence and/or
- business address.

 List can be broken down by states for test.
- 98% accuracy guaranteed.

PRICED TO FIT YOUR BUDGET - \$8.00 per M. -

We will address your material or furnish names on 3 x 5 index cards at the same price. See your broker or write direct.

De Groodt & Associates Incorporated

Michigan 2-4900

87-29 78th St. Woodhaven 21, N. Y.

Convention Issue

The September Issue of The Reporter will be the Convention Issue . . . more valuable for advertisers than ever before . . . bigger and better than the glamorous "Pie Cover" Issue of last

It will be mailed September 9th in plenty of time to reach our 4500 subscribers before the 21st Annual Direct Mail Advertising Association Conference, September 21 to 23. Congress Hotel, Chicago. Magazines will be available on exhibit floors and conference

The Convention Issue will also circulate at and during the Mail Advertising Service Association Convention . . . Congress Hotel, for the four days prior to DMAA.

If what you have to sell helps direct mail users solve their advertising problems, decide now to reserve space in the Convention Issue. You'll be glad you were seen before, during and after this important direct mail season.

Closing is August 19th for copyto-be set: August 23rd for plates. Write, phone, wire now, the amount of space you'd like re-

THE REPORTER

17 East 42nd St., New York 17, N.Y. VAnderbilt 6-0888 MUrryhill 2-1607

Those two little words THANK YOU!

can be mighty important to the life of your business . . . to your sales figures . . . to your profit and loss statement.

Have you ever sent a written THANK YOU to your customers? Now is the time! You're out of a Seller's Market, into a Buyer's Market. Let your customers know you appreciate their business.

Send for our series of 6 THANK YOU LETTERS—no obligation, of course.

MARY ELLEN CLANCY

250 PARK AVENUE. NEW YORK 17 (at 46th Street) Plaza 9-1520

Addressing

(By hand, typing or plates) Multigraphing - Mimeographing - Mailing

PROFIT-BRINGING
CHRISTMAS for YOU

Kris Kringle will jingle YOUR Cash Register—and give you the happiest Noel yet—with

THOUSANDS OF WELL-TO-DO NEW CHRISTMAS MAIL ORDER CUSTOMERS for YOU

from early tests and later volume coverages to MOSELY LISTS of MAIL BUYERS OF LUXURIES, EXECUTIVE and PROFESSIONAL MEN WHO BUY BY MAIL, etc., for one-time addressing.

WRITE us all about it TODAY for tailor-built-for-you

MOSELY MAIL ORDER LIST STUDY — FREE — Dept. R-6

MOSELY SELECTIVE LIST SERVICE

Mail Order List Headquarters
38 NEWBURY STREET

New CHRISTMAS MAIL ORDER CUSTOMERS IN VOLUME DIRECT MAIL to YOU!

CONTRACTOR SERVICE SER

happens to the letters which you receive? How, and when, do you answer them?

Each year millions of dollars are lost because inquiries are not promptly and properly answered. For some reason someone has taken the time and trouble to write you. Through advertising you may have invited him to do it. You have an obligation to him to reply.

The editor of an important advertising journal recently wrote: "It seems incredible that an advertiser should spend money asking people to write him for information, and then turn a cold shoulder when they do as he asks."

Balance of bulletin naturally stressed the letter creating abilities of the Agency. Well done. -23 replies (including the "no, thank you's")

-12 interviews

-just I media reply

-2 mirs out of two
-wonderful reaction everywhere (to folder,

And, the pay-off:

Got the kind of job I wanted which folder helped clinch (had interview actually before mailing.) Have been with Personna Blades since March 30 and am unofficially Sales Promotion Mgr. So, it pays to advertise...

(Signed) BEN MORRIS

IT PAYS TO ADVERTISE

Page five of April issue reported on a clever job-seeking, 4-page folder sent out by Ben Morris.

Did a little follow-up . . . and here's Ben's reply:

Dear Mr. Hoke;

Thanks . . .

 a) for printing the note about my jobseeking folder and

b) telling me about it.

I enjoyed seeing "The REPORTER" again and have nibbled at a few ads already.

Incidentally, you'll be interested in a bit more background:

-235 pieces were mailed

-140 to agencies

-balance to media and misc.

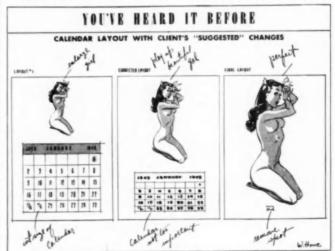
LETTER CLINIC

"A short time ago, I received a letter from a life insurance company that contained this rather startling statement, 'This amount will be paid you in a single sum at your death, which we understand is what you prefer.'"

That's the way Richard H. Morris, R. H. Morris Associates, 141 Broadway, New York, N. Y., started his fine speech at the May meeting of the Financial Advertisers Association. Tied in nicely with May Reporter's "How To Improve Your Correspondence" by Sybil Gilmore (page 19).

Mr. Morris' job is to go into a business concern . . . and completely reorganize its important every-day business letter-writing set up.

He told the FAA about some of the



atrocious letters he has seen . . . sent out by many of the largest banks, insurance companies and other outfits in the country. And more important . . , what they could do about it.

Here are Richard Morris' suggestion's . . . for making a fair and thorough test of your own company's letters.

They are good.

Have each department make extra carbon copies of every letter written for one or two days. Then judge and rate these carbons

in this manner.

- Ist. Does each letter LOOK Neat and Easy to read? Is it faultlessly typed... well spaced with wide margins..., and free of noticeable erasures and errors? Does it contain too many long, involved looking paragraphs or too many short choppy ones that LOOK and ARE difficult to read?
- 2nd. Is the Opening Paragraph Pertinent and Interesting? Does it refrain from "acknowledging" and "advising". . stating the obvious or quoting from the letter being answered . . and thus invite further reading? In short, does it get off to a good, fast, interesting start?
- 3rd. Is it Clear and Concise. . not cluttered up with stereotyped words and phrases . . and does it avoid unimportant details and tiresome repetitions? Or, do some of them sound as deadly as this little poem?

We beg to advise you, and wish to state. That your letter arrived of recent date. We have it before us, its contents noted, Herewith enclosed are the prices we quoted. Attached please find as per your request, The quotations you wanted, and we would suggest.

Regarding the matter and due to the fact.

That up to the moment your reply we've lacked.

We hope you will not delay it unduly, And we beg to remain yours very truly.

- And we beg to remain yours very truly.

 4th. Has it kept the Reader's Point of View
 , written in terms of "you" not "We"?

 Or does it sound officious, affected or
 demanding?
- 5th. Has it told the reader what he would want to know...by answering all questions, asked or implied, fully and completely? Or does it sound evasive or contain insincere alibis?

6th. Is the Close Forceful yet Friendly . . leave a good impression of your Company, so the reader will react favorably to the message?

REPORTER'S NOTE: Amen.

LUCK OF THE IRISH

Received this card from Mary Ellen Clancy, 250 Park Avenue, N. Y. 17, N. Y.

Pasted on was one of the colorful

"1949 . . . the year to win with Direct Mail." MASA label.

Here's the copy. Takes good advantage of an unusual, but happy, situation. THE CLANCYS ARE LUCKY . . . HOORAH! HOORAY!!

What are we shouting about? Why the Irish Sweepstakes, of course. Our charming Rosemarie, head of the Addressograph Department, had a ticket on Roimond who came in 2nd, to the tune of \$40,000. Nice piece of change, ch?

She promises to stay with us though, because she wouldn't *dream* of letting anyone else handle *your work*.

So . . . stick with the WINNERS . . . and YOU'LL WIN with Direct Mail in '49

ANNOUNCING A NEW HOUSE MAGAZINE

We liked the way Fisher Corporation, Ltd., Honolulu, Hawaii announced its Vol. I, No. I of a 6" x 9", 8-page house magazine "Fisco News". Attached to cover was a 4" x 6" slip bearing this message:

When Honolulu was a small town a firm's customers usually knew most of its employees personally. It seems to us that this is the way things should be now.

But Honolulu has grown up and with it its business houses. Today, often an order is placed, filled and delivered with no personal contact what-so-ever.

When we decided to publish a house magarine for all who work at Fisher Corp, and its Pattens Stores, someone had the idea that we could supply a little of the missing personal contact by sending it to customers and other friends.

So, here it is, the first issue of Fisco News, and with it goes our Aloha.

The message was signed in printed simulated handwriting, "All of us at Fisher Corp., Ltd."

Good handling!

HOW TO START A BUSINESS

Calvin G. Bersch of the Willis S. Martin Company (advertising), Fort Wayne 2, Indiana submits an interesting case history. A friend wanted to establish himself as a manufacturers' representative. Calvin wrote a letter for him. Sent out 135 individually typed letters. There were 74 replies. The new business was started and is prospering nicely. Here's the letter....

Professional MAILING LIST

Physicians, Dentists Osteopaths, Drug Stores, Nurses, Chiropractors, Chiropodists, Veterinarians, Hospitals

- · Corrected daily.
- Stencil addressing at low cost.
- Write for count bulletins and prices.

Fisher-Stevens Service, Inc. 345 Hudson Street New York 14, N. Y.



This Solid Uni-Bar Turns Your Multigraph Into A Printing Press!

Now you can print and imprint Manuals. House Grigans, Menus, Brochures, Invoices, Envelopes, Office Forms, Statements, Booklets, Price Lists and all kinds of Dealer Helpewithout spending a red cent for additional equipment. Your Multigraph becomes a gold

mine!

6 Full 7" line cast to perfect height & alignment ◆ Clean new type for each job ◆ Typewriter faces to print thru ribbon or ink ◆ Real printer's type up to 24 pt. ◆ Cuts coats up to 26% ◆ Cuts time up to 76%.

to 26% • Cuts time up to 10%.

New you can save time and money... increase your printing profits with UNI-BAR, the 7" multisranh type bar, you slide into place with a flick of your finer. Fresh, clean type can be east for you in 48 hours, eliminating slow, could hand setting. Moore, business with your present staff. Try: UNI-BAR and watch your volume of business increase and your profits increase.

106 TYPE FACES ON HAND—6 TO 24 POINT Underwood With Underscore—Reminston With Underscore—Memphis Medium With Bold— Vocus Medium With Bold—Futura Medium With Bold—All Accented Foreign Types

WRITE • WIRE • PHONE
for our brochure and type face catalo
• Phone LO 4-2173 •

ISS N. 12TH ST. - PHILA 7. PA. 48 HOUR SERVICE

frame for fame

• There's possible fame and fortune in that sales letter you will write today — so wouldn't it be a good idea to frame it with a Hill engraved letterhead. specially designed to heip you sell? Due to new streamlined manufacturing methods, Hill engraved letterheads now cost but a fraction more—and sometimes less. Used by famous business organizations throughout the country — ask for samples, and details.

R.O.H.HLL, INC. 270-R Lafayette St., New York 12 Telephones Canal 6-6340

When you need

RECENT BIRTH LISTS Remember WM. F. RUPERT

Compiler of national birth lists EXCLUSIVELY for the past fifty years,

90 Fifth Ave., New York 11 CH 2-3757

List Planning . . . List Building . . .

List Maintenance . . .

are all thoroughly covered in Alice Honore Drew's "Plain Jane of Direct Mail."

Plenty of valuable advice on all phases of mailing list problems. Chapters on Defining Prospects. Sources for Names, Classifying Prospects, Physical Set-Up, Name Record Card, Mailing List Report Form, Post Office Aid, Postal Zone Number List. Send 50c... for this reservoir of list information. Special price for bulk orders over 25.

THE REPORTER

of Direct Mail Advertising 17 East 42nd St., New York 17, N. Y. as an example for those who might want to use Direct Mail for a similar purpose.

Mr. R. D. Smith, Director of Sales Cosmopolitan Furniture Company Milwaukee, Wisconsin

I'd like to talk with you, Mr. Smith,
. . . about some plans I have for expanding
Cosmopolitan sales,

The attached resume, I believe, shows I have the kind of background you may be seeking for one of your territories that is not producing the sales volume you think it should.

We are both fully aware of the change in selling pace which is so important today in order to get MORE of the available business. One of the best ways to accomplish this, you may agree, is to win the confidence of dealers and help them to buy more Cosmopolitan merchandise by showing them how to SELL MORE!

I think we have a mutual interest that can pay off three ways—to Cosmopolitan, to you and to me,

If you agree, please tell me when and where we can talk things over,

(Signed) Calvin Bersch

CASE HISTORY REPORT

Readers of The REPORTER should find some points of interest in this report which reached us on the letterhead of the Hudson Shipping Company, Inc., 15 West 46th Street, New York 19.

Have a look at these, Mr. Hoke, they are samples of recent Direct Mail promotions of our organization. As packers and shippers of food and other relief packages to foreign countries, we owe the greatest part of our business volume to the steady use of Direct Mail.

Over a period of three to fours years, we have built up our own mailing list covering many thousands of people of foreign extraction living in this country as well as business and religious organizations (with associates and contacts abroad).

It has been our experience that certain foreign language groups do not react very

♦ HAROLD STEDFELD of Stedfeld & Byrne. Inc., Cleveland 15. Ohio was burned up at Billy Rose's column which appeared in The Cleveland Plain Dealer of June 20th. He thinks the title at this item should be. "A Rose by Any Other Name Smells." In his column, Billy Rose told the "Hot Dog" story as original grade A Rose stuff. He did not mention the fact that George Trundle. Jr. of the Trundle Engineering Company. Cleveland, wrote it ten years ago and The REPORTER reprinted it in our March 1449 issue.

♦ ONE OF YOUR REPORTERS recently was placed on the prospect list of the Provident Mutual Life Insurance Company of Philadelphia. Shortly after ... we received a filled-in letter on first page of 4-page folder. Inside a beautiul. 11¾ x 13¾ reproduction of a famous painting. Letter on front from Nelson White, manager of Direct Mail department. offers 12 more just like it packaged in a portfolio. Also some insurance material. The paintings are difficult not to ask for.

favorably to Direct Mail sales efforts. In particular, we have found that people of Italian and Greek extraction seem to dislike sending orders by mail even though the sales letters were written in their native tongue and prepaid order-velopes, easy to fill out, were included in these mailings.

We would like to call your attention to one of our recent and most successful mailings: a self-mailer (enclosure 21) sent out in February during a particularly bad slump season. Our headline "Did YOU eat since Christmas..." and the contents of the letter really did the trick ... Our pen-script flyers, made in offset b Century Letter Company, which we included with mailings of our price lists before Easter, were likewise very successful.

We always included prepaid return ordervelopes with all mailings as we firmly believe that it is essential to make it easy for the customer to send in his order.

We hope that the enclosed pieces may be of interest to you. As a regular and enthusiastic reader of your publication, this writer would like to express his thanks and appreciation for the excellent material published in The Reporter.

Sincerely yours,
HUDSON SHIPPING CO., INC.
Henry Tillinger
Advertising Manager

REPORTER'S NOTE: Your pieces are very good, and they should work. Sorry we cannot reproduce them here. We agree that the pen-script memos are very effective. You will have to do some experimenting with the people of foreign extraction. Maybe your copy isn't right. Have you tried having your copy written by people of the same foreign extraction?



DIRECT MAIL DIRECTORY

LISTINGS ONE LINE PER ISSUE. \$10.00 PER YEAR

ADDRESSING — TRADE Shapins Typing Service	
	MAILING LISTS
M. Victor	Advertisers Mailing Service, Inc 915 Broadway, New York 19. N. Y.
ADDRESSING MACHINES	Boat & Equipment News
Rossin Addresser Company 216 South 4th, Minneapolis, Minn.	George R. Bryant
AUTOMATIC INSERTING	Creative Mailing Service, Inc 24 S. Grove St., Freeport, N. Y.
True, Sullivan, Neibart Associates 381 Fourth Ave., New York 16, N. Y.	D-R Special Bureau
AUTOMATIC TYPEWRITING	DeGroodt and Associates, Inc. 87-29-78th Street, Woodhaven 21, N. Y.
Ambassador Letter Service Company 11 Stone St., New York 4, N. Y.	Dunhill List Company
BOOKS	Fisher-Stevens Service, Inc
Graphic Books, Inc	Industrial List Bureau 45 Astor Place, New York 2, N. Y.
BUSINESS FORM CREATIONS	Industrial List Bureau
Joe Johnson	J. R. Monty's Turf Fan Lists 201 East 46th St., New York 17, N. Y.
COMPOSING MACHINES	Mosley Selective List Service 38 Newbury St., Boston 16, Mass.
Ralph C. Coxhead Corp	W. S. Ponton, Inc 635 Avenue of the Americas, New York 11, N. Y. Reach-All Company
COPYWRITER (Free Lance)	Wm. F. Rupert
Arthur Kleinwald	James E. True Associates New York 16, N. Y.
DIRECT MAIL AGENCIES	MESSENGER SERVICE
D. H. Abreid Company, Inc. 325 East 44th St., New York 17, N. Y.	Airline Delivery Service 60 East 42nd St., New York 17, N. Y.
Homer J. Buckley & Associates, Inc. 57 E. Jackson Blvd., Chicago 4, Bl., Circulation Associates	METERED MAIL EQUIPMENT
Dickie-Raymond, Inc	Pitney-Bowes, IncStamford, Connecticut
Duffy & Fabry, Inc	MIMEOGRAPHING
McNulty Advertising Agency 310 W. Washington St. Chicago 6, ill.	Nassau Letter Service 154 Nassau St., New York 7, N. Y.
Mailograph Co., Inc	MULTIGRAPH TYPE
Reply-0 Products Company159 West 22nd St., New York 11, N. Y. Tested Sales Froducers, Irc131 West 53rd St., New York 19, N. Y.	Uni-Bar Fastype Co
Philip J. Wallach Company 158 East 35th St., New York 16, N. Y.	MULTIGRAPHING
DIRECT MAIL TRAINING COURSE	Fordham Press, Inc
Henry Hoke	The Michael Press
ENGRAVERS	OFFSET PLATEMAKERS
Pioneer-Moss, Inc	Michael Lith Company 145 West 45th St., New York 19, N. Y.
ENVELOPES	OFFSET PRINTING
American Envelope Mfg. Co, 26 Howard St., New York 13, N. Y.	Advertisers Service Litho Corp 161 West Harrison St., Chicago 5, Ill.
Atlanta Envelope Company Post Office Box 1267, Atlanta 1, Ga.	Bachman Reproduction Service 250 E. 43rd., New York 17, N. Y.
Cupples-Hesse Corp 4175 N. Kingshighway Blvd., St. Louis 15, Mo.	PAPER MANUFACTURERS
Samuel Cupples Envelope Co., Inc., 360 Furman St., Brooklyn 2, N. Y. Curtis 1909, Inc., 380 Capitol Ave., Hartford 6, Conn.	The Champion Paper & Fibre Company Hamilton, Ohio
Garden City Envelope Co 1001 North Rockwell St., Chicago 18, Ill.	Fox River Paper Corp2013 Appleton St., Appleton, Wis.
Massachusetts Envelope Co	Hammermill Paper Company
McGill Paper Preducts, Inc 501 Park Ave , Minneapolis 15, Minn.	Rising Paper Company Housatonic, Massachusetts
The Standard Envelope Mfg. Co., 1600 East 30th St., Cleveland 14, Ohio	PLATES & STENCILS
Tension Envelope Corporation345 Hudson St., New York 14, N. Y. United States Envelope Company	Remington Rand, Inc 2 Main St., Bridgeport 1, Conn.
The Wolf Envelope Company. 1745-81 E. 22nd St., Cleveland 1, Ohio	POSTCARDS
ENVELOPE SPECIALTIES	Artvue Post Card Company 227 Fifth Ave., New York 10, N. Y.
The Sawdon Company, Inc 480 Lexington Ave., New York 17, N. Y.	PRINTERS & LITHOGRAPHERS
HAND COLORING	Advertisers Service Litho Corp 161 West Harrison St., Chicago 5, Ill.
Reba Martin, Inc	Brooklyn Press
INKS	The House of Dyal
Interchemical Corporation	The Michael Press
LABEL PASTERS	Stecher-Traung Litho, Corp., 274 N. Goodman St., Rochester 7, N. Y.
Potdevin Machine Company	PRINTING EQUIPMENT
LETTERHEADS	Harris Seybold Company 4510 East 71st St., Cleveland 5, Ohio
R. O. H. Hill, Inc	Rapid Roller Company
Universal Lithographing Co 4369 Diversey Ave., Chicago 39, Ill.	QUANTITY PHOTOGRAPHS
MAIL ADDRESSING STICKERS	J. J. K. Copy-Art
Eureka Specialty Printing Co Scranton, Pennsylvania	SYNDICATED HOUSE ORGANS
MAIL ADVERTISING SERVICES (Lettershops)	The Messenger Publishing House 216-A Marion Bldg., Cleveland 13, Ohio
Advertisers Mailing Service, Inc	TRADE ASSOCIATIONS
Benart Mail Sales Service, Inc	Direct Mail Advertising Assn 17 East 42nd St., New York 17, N. Y.
Mary Ellen Clancy Company 250 Park Ave., New York 17, N. Y.	Mail Advertising Service Assn 18652 Fairfield Ave., Detroit 21, Mich.
Mailograph Co., Inc., 39 Water Street, New York 4, N. Y.	National Bundle Tyer Company Bliswfield Michigan
	National Bundle Tyer Company Blissfield, Michigan TYPE FACES
Plummer Letter Service	American Type Founders Sales Corp Elizabeth, New Jersey
Mailways. 20 April St. V. Toronto I. Omario, Canada Flummer Letter Service. Box 294 Chillicothe, Missouri The Rylander Company 15 South Wells St., Chicago 6, Ill Willis Services 22 West Hubbard St., Chicago 6, Ill	TYPEWRITERS
The second of the second secon	Royal Typewriter Company 2 Park Ave., New York 16, N. Y.
Woodington Mail Adv. Service 1316 Arch St., Philadelphia 7, Pa.	

CLASSIFIED ADS

Rates, \$1.00 a line—minimum space, 3 lines. Help and Situation Wanted Ads —50¢ per line—minimum space 4 lines.

ADDRESSING

ADDRESSING \$4.50 THOUSAND No charge for our lists "SPEEDADDRESS" 48-02 43rd St., Woodside, N. Y. "A Postal District of N. Y. C."

ADVERTISING AGENCIES

SELL YOUR PRODUCT WITH pulling mail order, agent ads. We show you how. Martin Advertising Agency 15P East 40th Street New York 16, N. Y

HOUSE ORGANS

FRIENDLY WAYS are always Winning Ways. A House Organ, edited by David Friendly, could be the "friendly way" to better business for you. Send details of your sales problem, size and type of list, etc., and you'll receive practical, constructive, recommendations for handling from DAVID FRIENDLY, 714 Caxton Bldg., Cleveland 15, Ohio.

MULTIGRAPHING SUPPLIES

MULTIGRAPH TYPE — Job Fonts and 100-lube equipments. We quote LOW-EST DELIVERED price. Ace Type Service, Brentwood, Maryland.

STENCILS

C ality Letters from NEW Stencils "Plastic-coated" PROCEL stencils make copies so Stygian Black they seem to be almost printed. PROCEL works with any ink, gives maximum legibility, minimum cut outs and type clogging. Let PROCEL improve your letters! Write to Remington Rand, Duplicator Supplies Division, Bridgeport 1, Conn., Dept. R for free information.

MULTIGRAPHING SUPPLIES

RIBBONS. INK AND SUPPLIES for the Multigraph. Dupligraph and Addressograph machines. We specialize in the re-manufacturing of used ribbons. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, III.

SHORT NOTES DEPARTMENT

(Continued from page 5)

promotion can be lithographed on the roll-fed machine... faster and cheaper than usual sheet-fed process. To be used for printing booklets and brochures. Write President R. E. Damou for copy of booklet.

M

♦ EVENTS... is the name of a new house magazine which will make its bow on September 15th (dated October). It's being published by R. L. Polk & Company for Chrysler - Plymouth dealers. First issue will go to more than a million owners. Our preview copy is a slick job. 8½° x 11¾°. 24 pages. Good balance editorially to make it interesting, entertaining and useful to all members of the family. The REPORTER wishes the new venture smooth sailing.

J

♦ TO INTRODUCE a new motion picture during July, entitled "Mighty Joe Young" . . . Leon Bamberger of R K O Radio Pictures, Inc., New York 20, N.Y., originated another clever stunt. "Mighty Joe" is about a gorilla brought to New York from Africa to be a sensational attraction at a new night club. So Leon arranged to have a simulated. handwritten postcard mailed from South Africa to 11.000 theatre owners, motion picture editors. etc. Leon had plenty of heartaches arranging for the processing, personalizing and the mailing from South Africa. They were mailed on May 16th and were delivered throughout the eastern part of the United States the week of June 13th.

J

*PERFORMANCE IS BETTER Than Promise" is title of Schneidereith & Sons. 208-210 South Sharp Street. Baltimore 1. Maryland. latest promotion piece. A beautifully prepared 8½ x 11" plastic-bound booklet on Kromekote. Inside, each spread pictures α job they've done . . . and facing page a testimonial from customer. Very nice.

\mathbf{m}

♦ MORTON LEVIN. promotion manager of Kroch's Bookstore. Inc., 206 N. Michigan Avenue. Chicago I. Illinois says Reporter readers can have a free copy of his new "Guide to the Color Systems." It's a $5^{1}/2$ " x $8^{1}/2$ ". 12-page booklet that gives a detailed description of the four main color systems . . . Munsell. Ostwald. Cheskin and Colorrimetry. Offers a parallel chart showing how same color and color attributes are indicated by these different approaches to the problem of color and its use. A scientific guide. Quantity orders are sold for 25°_{\circ} a copy.

1....

THE LAST MEETING of the Hundred Million Club of New York City until the Fall season . . . took place at Town Hall Club. June 2nd. A review of the excellent speakers of the past year was made . . . along with reports of the various club committees. All officers were unanimously re-elected for the very fine job they did. Here's the slate again. Walter F. Grueninger of Editorial Publications. Inc., was re-elected president. Larry Chait of Wall Street fournal and A. Gardiner Gibbs of the McGraw-Hill Publishing Company are again vice presidents . . . and Mrs. Helen Buckley of Parents' Institute is treasurer. Elected for their first term were Florence Klauer of Parents' Institute as assistant treasurer and Muriel Gilmore of Mailings. Inc., as secretary.

J

A "DESK MODEL" postage meter has made its debut . . . compliments of Pitney-Bowes. Inc.. Stamford. Connecticut. A little larger than α telephone



set . . . the "desk model" will stamp and seal mail of all kinds and classes. Since it prints and records postage, it is not sold outright, but leased.

...

♠ A GOOD JOB AT promoting sales of exhibition space is the recent mailing for The Sixth Educational Graphic Arts Exposition in Chicago. September 11th to 30th. 1950. A four-page folder in 3 colors with automatically typed letter on front page. A P.S. at bottom tells you how much space you occupied at the last show in 1939. Folder does a smart selling job. Other literature shows layout of booths. lists other conventions in Chicago at same time, porvides application form. Very effective job.

JT.

♦ ONE OF THE MOST COLORFUL brochures seen this month in REPORTER office . . . was mailed to us by Albert Morse. advertising director. Goodall-Sanford. Inc.. 525 Madison Avenue. New York 22. N. Y. Titled. "Keep Your Volume and Profits Up." This 16-page. 12" x 15½" shows Goodall Fabric retailers how the manufacturer is going to help them sell by heavy advertising. Full-page color ads are reproduced in front half of brochure. Latter half shows black and white ads. Last two inside pages summarize advantages of selling Goodall.

J

• "I AM A HALF DOLLAR. I was minted in 1899, the year that Hardware Mutual Insurance Company of Minnesota (Minneapolis) was organized..."
That's the reading on the little note which came with a smart-looking paper weight with a 50¢ piece attached. Celebrating the 50th Anniversary of the company...."I have become an important part of this souvenir paper weight and proudly accept you as my new owner."... the note continued. Arrived in a nice red and gold box with card of Don F. Railbe, vice president.

Л

MR. H. FRANK SMITH, Advertising Manager of Baldwin Paper Company. Inc., 233-245 Spring Street, New York 13. N. Y. is getting a lot of publicity for his unique Worry Club. Saw his scrapbook full of clippings from many papers. Frank is distributing envelopes of "worry slips." These Special Lucky Envelopes bear the notation "Wednesday Worry Club." When those insurmountable problems, real or imaginary, pop up. Frank's envelopes go to work. You merely make a note of your worries on the slips provided and put them back in the envelope. This takes care of each worry until the following Wednesday at which time you open the envelope. You'll find that most of your problems have been settled. Although Frank has his Worry Club material copyrighted. he is allowing his printer friends to reprint for their own use. Just write to Frank for a release.



Tension designed envelopes

attract attention!

Your envelope should be characteristic of your business... in style, type, color and design. Tension's staff of creative artists are specialists in the designing of distinctive envelopes that will convey your message in a highly effective manner. They will design your envelope so that space is utilized to fullest advantage... affording you added advertising impact at no additional circulation cost. Upon request, samples will be submitted of work done for others. With a background of 60 years experience, Tension knows how to design envelopes that attract attention... create an excellent impression.



TRADE MARK REGISTERSD

TENSION ENVELOPE CORPORATION

FACTORIES: New York 14, N. Y.

St. Louis 10, Mo.
Minneapolis 1, Minn.

Des Moines 14, lowa

Kansas City B, Mo.

SALES REPRESENTATIVES: Chicago

Indianapolis

New Orleans

Houston

Dallas

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Lincoln

and over 30 other cities.



bring your layouts to life:

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The good news is getting around—Hudson Gloss is today's best
buy for long-run letterpress printing! Use this process-coated
book paper with flat-bed or rotary presses. Specify it for single
or multiple color jobs. Get it for broadsides, folders, catalogs, any
and all advertising pieces. Just be sure it's Hudson Gloss—newest product of
International Paper Company, 220 East 42nd Street, New York 17, N.Y.



INTERNATIONAL PAPERS
for Printing and Converting

